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DECEMBER 1982

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE



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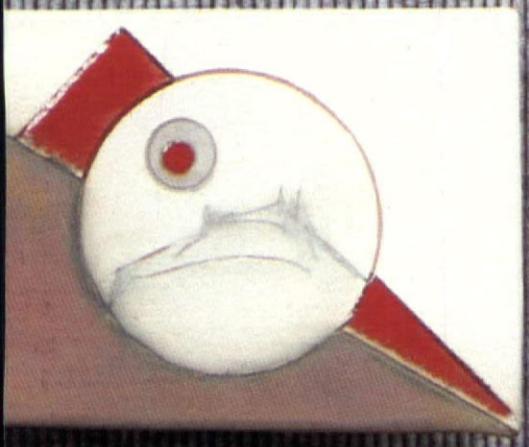
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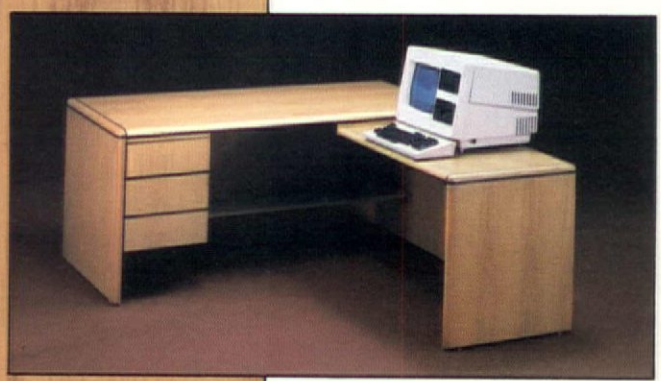
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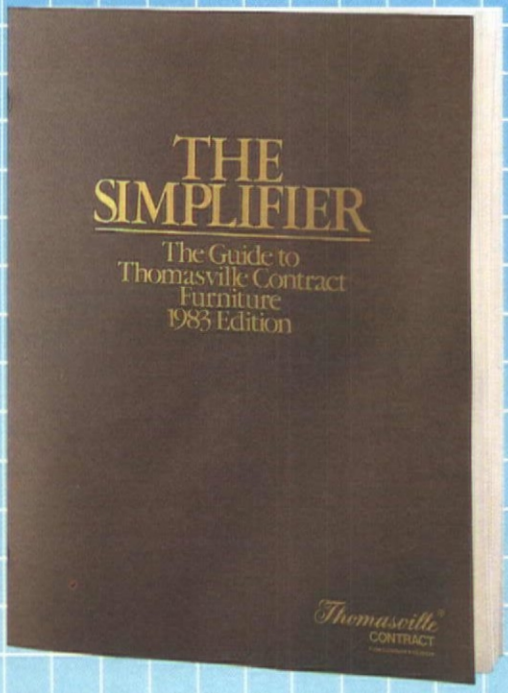
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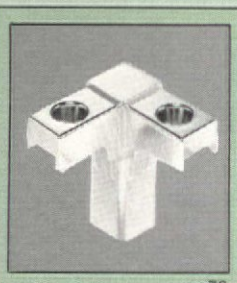
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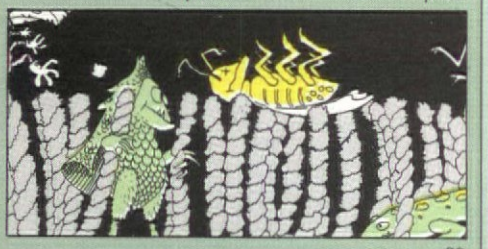
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VOL. 24 NO. 12 December 1982

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

EXECUTIVE BUYER EDITION

Bonus circulation to 5,000 Store & Shopping Center Executives

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COVER—Macy's Stamford, Conn. branch store uses a central escalator bank to establish traffic patterns as shown in cover design by artist George Koizumi for article on page 64.

Hartco solid oak floor stood up to 1.4 million World's Fair visitors.



Every day, 11 hours a day for six months, this Hartco solid oak floor took everything visitors could dish out, spill and pound in. When The 1982 World's Fair was over, it still looked brand new.

Hartco wears like iron because tough acrylic and the stain are forced deep into the pores of the wood. The hard protective surface is easy to maintain. And there's no need for costly on-the-job sanding and staining.

Solid oak made this floor beautiful. Solid engineering made it stand up in the heavy traffic at The World's Fair.

For more information about Hartco Acrylic Impregnated Solid Oak Parquet, see Sweet's 9.22/Hat. Call Sweet's Buyline toll-free 800-447-1982. Or contact Tibbals Flooring Company, Oneida, Tennessee 37841. (615) 569-8526.

Floor: Hartco Impregnated Solid Oak Parquet, Cambridge color.

Installation: "The Biggest Little Show on Earth" exhibit, The 1982 World's Fair, Knoxville, Tennessee.

Hartco Solid Oak Parquet Flooring

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Contract

Vol. 24 No. 12

January: Annual Contract Directory & Buyers Guide to Commercial/Institutional/Architectural Furniture & Furnishings—the industry's most complete, up-to-date reference guide to contract furnishings and equipment. Directory includes: Alphabetized Master List of Contract Manufacturers; List of Suppliers by Product Category and Location; National Showroom Guide; Directory of Associations & Societies. Feature articles focus on The Contract Dealer—investigation of changing roles and functions. Plus, an update on the role of the computer in CAD. Amer. Assn. of School Administrators (AASA) Show Preview.

February: Executive Buyer Edition/Healthcare—overview of impressive facilities; healthcare furniture/furnishings. NEOCON 15 Countdown—the first in a monthly series on the world's biggest total contract market. Fire Retardant Product Review—rundown on latest products with emphasis on textiles. Energy Conservation—a look at window treatments. Westweek Preview—advance information on the Los Angeles Pacific Design Center event, March 17-19. CONDES Preview—early look at the Dallas contract market, March 3-5.

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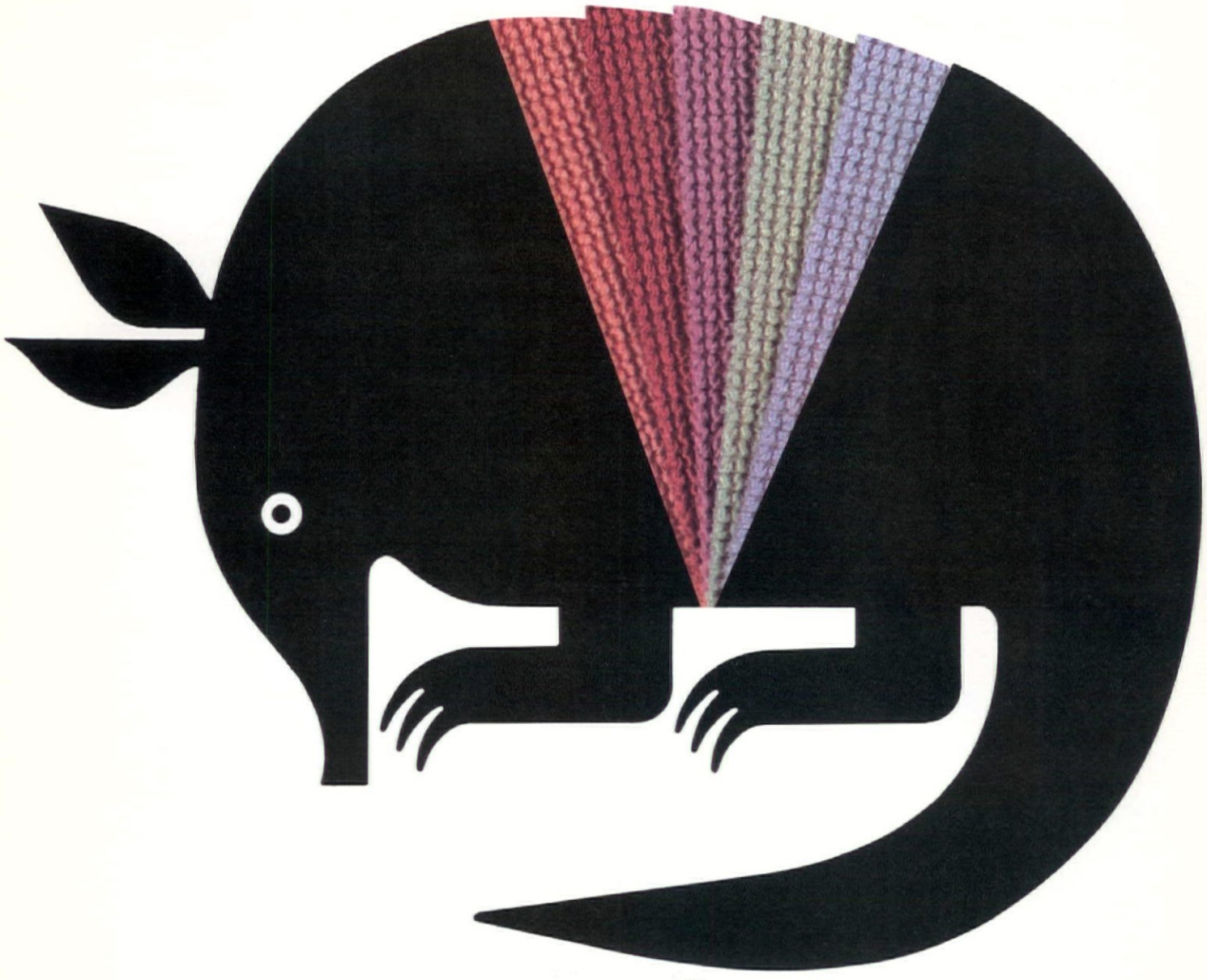
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CONTRACT ISSN 0010-7832 is published monthly by Gralla Publications, 1515 Broadway, 24th Floor, New York, N.Y. 10036. Phone (212) 869-1300. Subscription price one year $12, two years $18, for firms and individuals who specify, design, buy, or replace contract furnishings. All other U.S. subscriptions $30 per year. All Canadian and Mexican subscriptions $14 per year for qualified subscribers and $30 per year for non-trade. All other foreign subscriptions $50 per year. Single copy $3.50. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publisher standards.
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Credit for effective reuse

Dear Editor: I am writing concerning the school reuse article (p. 68, Aug. 1982) in CONTRACT Magazine. We are the architects for the Brentwood Senior Citizens' Center in Prince George's County, Md., which was the project publicized in the article.

As such, we would appreciate credits as indicated. Thank you for your cooperation.

PAUL J. CLARKE, AIA
Paul. J. Clarke Associates Architects
Annapolis, MD

Affiliation issue cleared

Dear Editor: Regarding the recent listing in "Who's Who in the Northeast" (Sept. 1982) where Harvey Montague and Anthony Buono were listed with JPK Designs Inc., the association was made because of their professional expertise.

Mr. Buono is a fine and well respected real estate attorney in the Boston area and recognized as an expert in space planning and contracts. Mr. Montague has a well known firm: Harvey R. Montague Architecture/ Urban Design. He has spent many years building his reputation and should not be confused as being a member of our firm.

Both men were recently involved with me on a federal competition for which we qualified. No malice or back press was intended on my part when information was sent to you for the listing. Thank you for your attention. I want to clear up any possible misunderstanding.

JEFFREY P. KING
President
JPK Designs Inc.
Boston, MA

Wood furniture part of Forest

Dear Editor: We were very pleased to see the effective coverage given the remodeling of the River Forest Bank (Oct. 1982), but greatly regretted that credit was not given for wood furnishings either executed by Modern Mode or designed to coordinate with the firm's furniture.

The central teller island on the main floor was created to reiterate the detailing and wood finish of the Modern Mode desks on the periphery. This was true throughout.

ANTHONY P. RATTO
President
Modern Mode Inc.
Oakland, CA

Go with the flow chart

Dear Editor: You and your staff did a fine job incorporating the material in "Project Flow Chart: Step-By-Step Guide To [illegible] tion" (p. 72, Aug. 1982) into a clear, co[illegible] article. Already, we have received ma[illegible] comments on how helpful the chart will be to designers, manufacturers representatives, and dealers, as well as to clients.

RON COONELLY, IBD
Interiors Project Coordinator
Life Design
San Francisco, CA

Errata

Tab Products Co. was inadvertently omitted from CONTRACT's directory of computer support furniture (Sept. 1982). The firm manufactures a line of workstations, printer stands, and allied products.

Spec'built, listed in the bank furnishings section (p. 131, Oct. 1982), does not custom design furniture for the contract market. It does, however, fabricate and execute furniture to specification for a variety of commercial settings. The Citibank installation mentioned was completed to spec for tellers' counters, check desks, service counters.

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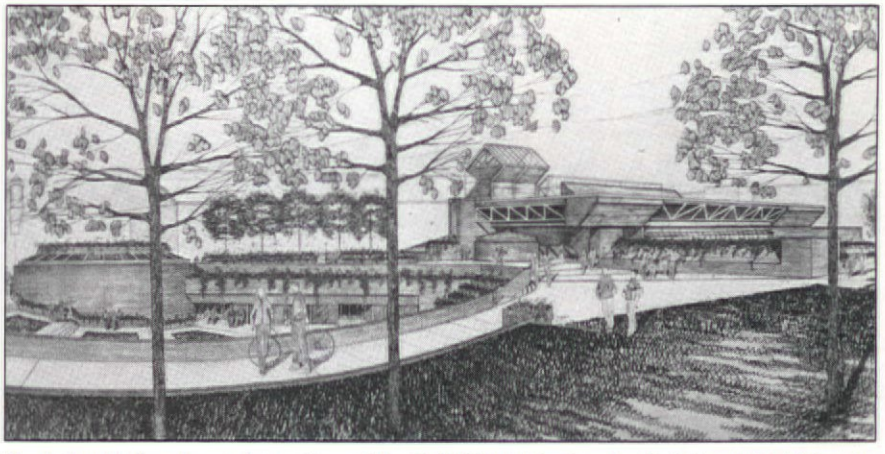
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Solar efficient & thermally insulated design projects honored by Owens-Corning energy awards

New York—Effective daylighting, underground insulation, controlled heat gains, and solar heating are elements of energy efficiency cited in four buildings honored by Owens-Corning Fiberglas in its 11th annual Energy Conservation Awards.

Recognized as perhaps the most innovative of this year's winners is the design by BRW Architects, Minneapolis, Minn., of the Civil/Mineral Engineering Building at the University of Minnesota. Designed under a state mandate as an earth-sheltered structure demonstrating energy conservation, the building is expected to achieve an estimated 50 percent reduction in heating and cooling costs, primarily through underground location of 95 percent of total building area.

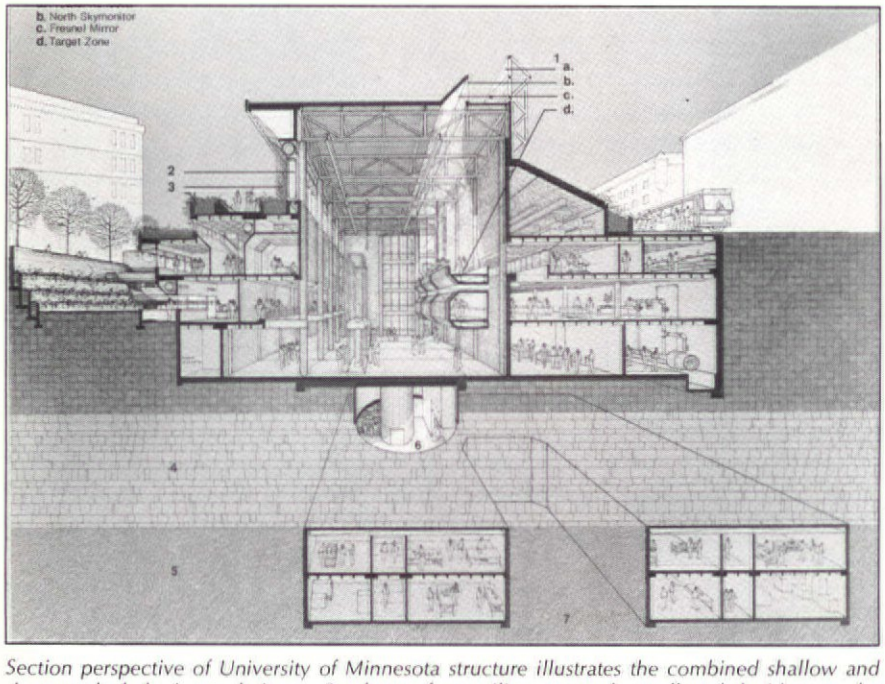


Rendering depicts the southwest face of the Civil/Mineral Engineering Building at the University of Minnesota showing the semi-circular sunken courtyard entrance to the earth-sheltered, energy-conserving structure designed by BRW Architects.

Daylighting conserves energy

Daylighting is the energy-conserving key in the Norstar Building, Liberty National Bank headquarters, Buffalo, N.Y. Planned by Cannon Design Inc., member of the Cannon Corp, Grand Island, N.Y., the building will require an estimated 33,500 Btu per sq. ft., or less than one-half the usage levels of any comparable existing or planned offices in this geographic area.

A combination of siting and envelope design makes daylighting possible throughout two-thirds of the building's 220,000 sq. ft. Total artificial lighting load in the structure is estimated to be 1.3 watts per sq. ft., exceptionally low for a commercial office facility.



Section perspective of University of Minnesota structure illustrates the combined shallow and deep earth-sheltering techniques. Southwest face utilizes a trombe wall and deciduous solar shading while solar daylighting systems are roof-mounted.

Solar control proved efficient in the design by The Architects Collaborative Inc. (TAC), Cambridge, Mass., for the Government Service Insurance System Headquarters, Manila, Philippines. TAC worked with Manila architects Jorge Y. Ramos & Associates on the project. Endorsed by the American Institute of Architects and the U.S. Department of Energy, the building is designed to control heat gain and sunshading with maximum exposure on north/south facades.

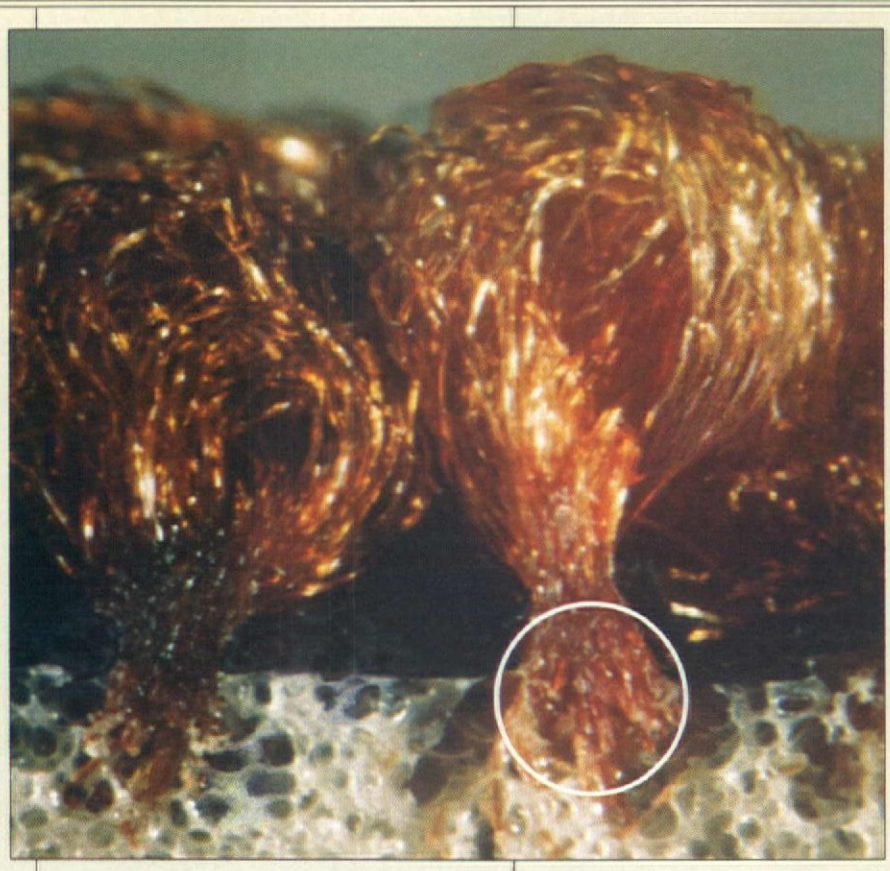
Breezes aid in cooling

Because of the facility's planned location, no heating is required. A high cooling load results in estimated energy consumption of 32,253 Btu per sq. ft. per year. A terraced building mass will permit maximum penetration of daylight and breezes, as well as views of Manila Bay. East/west exposure is limited due to heat gain.

The only completed structure recognized by the competition is the Albany County Airport, Colonie, N.Y., designed by Einhorn Yaffee Prescott Krouner,

(Continued on p. 12)

Now there's a reason to specify carpet backing.

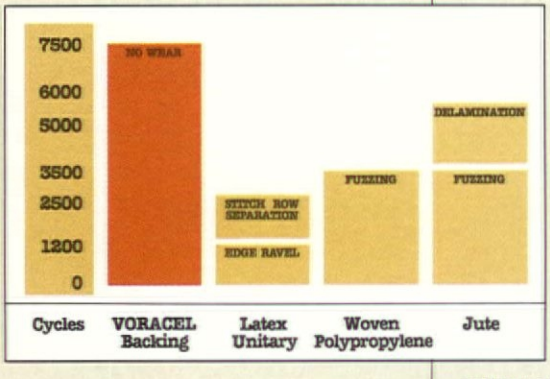


In this actual macrophotograph, VORACEL urethane backing penetrates carpet fiber bundles, locking them in, producing exceptional carpet wearability.

Now you can get a carpet backing that actually helps improve carpet life. VORACEL* urethane carpet backing, from Dow Chemical U.S.A.

VORACEL backing penetrates deeply into the base of carpet fiber bundles, locking individual fibers into the backing to form a totally integrated carpet.

The result is vastly superior tuft lock, which effectively eliminates carpet delamination and fiber pilling or fuzzing. And makes edge ravel and fraying virtually nonexistent.



Tests prove VORACEL backing superior to other backings, too. In the standard roll stool test, a weighted chair was rolled for 7,500 cycles over carpet samples with four different backings. After the carpet with other backings had shown significant wear, carpet with VORACEL backing withstood 30% more testing. And *still* didn't show any perceptible sign of wear.

VORACEL*
Brand Urethane Carpet Backing

If you'd like a copy of actual test results and more information about VORACEL backing, write Dow Chemical U.S.A., Organic Chemicals Department, Midland, Michigan 48640. Or call toll-free (800) 248-9160.

If you would like details on Dow's new installation support program, call the VORACEL Information Center toll-free at (800) 847-4212. In New York, (212) 847-6675.

Or, if you'd like to discuss the specifics of carpet with VORACEL backing, contact any of the carpet mills listed below.

Before you specify carpeting, consider VORACEL backing. Because without it, even the best fiber in the world may not be enough.

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Shaw Industries (404) 278-3812 ● Wunda Weve Carpets (803) 298-9116



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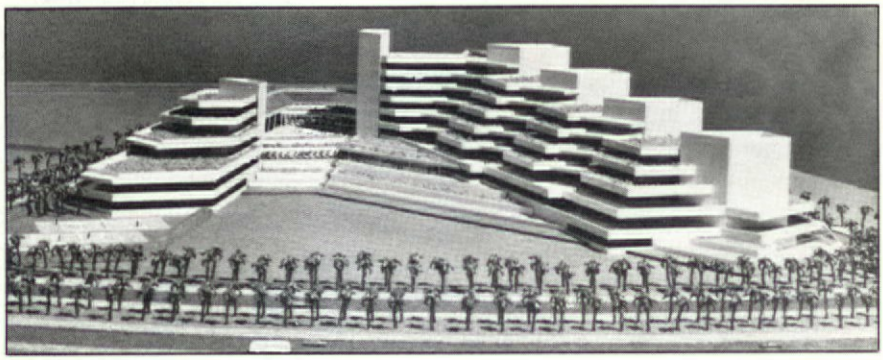
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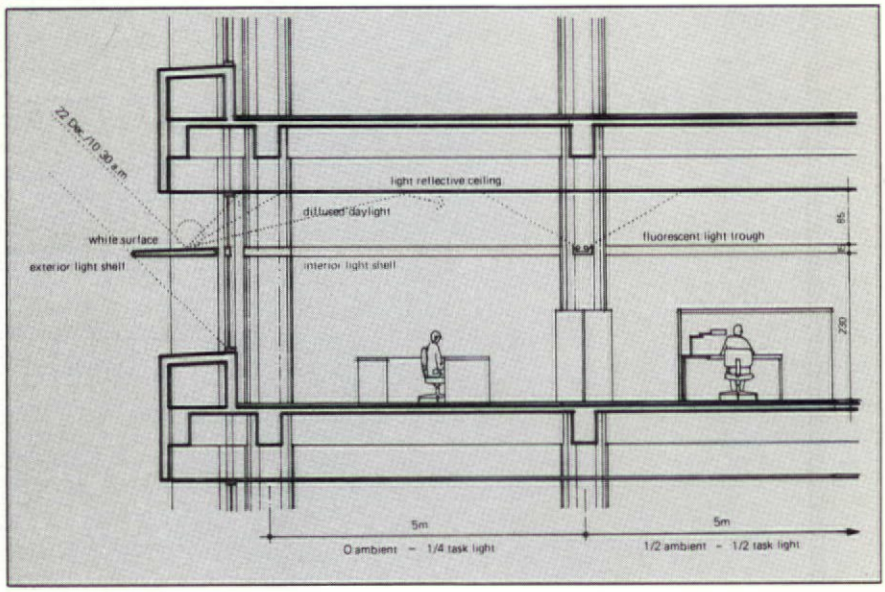
P.C., Albany, N.Y. The 57,000-sq.-ft. building, an addition to a terminal built in 1960, employs a solar court that provides 40 percent of the structure's lighting needs and 20 percent of its heating requirements. Overall, the project uses 75 percent less energy than the existing terminal, which is of almost identical area.

Initial investment in mechanical, electrical, and solar systems is 27 percent of the building budget, and payback in investment is expected in 10 years. Total project cost is $3.2 million.

Recognized in the judging this year were categories of Commercial Design—Norstar, Building; Governmental Design—Government Service System HQ Building; Governmental Built—Albany County Airport; Institutional Design—Civil/Mineral Engineering Building.

Robert G. Shibley, architect and chairman, Department of Architecture, State University of New York, Buffalo, chaired the awards jury.





Government Service Insurance System HQ (above, right) in Manila, Philippines, is oriented to take advantage of cooling breezes. Architects' detailing (below, right) shows light shelves for daylight direction.

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Carpet designed by
Richard G. Worthen, ASID

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Continuing product update, leasing service are benefits of facility management program

Ann Arbor—Herman Miller recently introduced EPS Facility Management Program, a service through which clients can exchange obsolete furnishings and systems for updated models; utilize computer software to evaluate methods of handling growth and change; and obtain information on equipment leasing sources and terms—all from one source.

Exchange services enable firms to turn in obsolete furniture and systems through dealers for new, high-tech Herman Miller products. This eliminates the need for storage and maintenance of unused items.

In addition, the service aids firms in the process of relocation since furniture can be exchanged for newer models in advance of and throughout the moving process.

A variety of software is available covering topics that address different problems encountered in the designed office environment.

"Communication Interaction Analysis" is a program that studies the actual communications network found in an organization to determine proper placement of staff groups. "Activity Equipment Analysis" studies tasks performed by specific individuals. Equipment selections can be based on this program. "Facility Operations Support" provides regularly updated information on the status of existing equipment. Firms can use the program to visualize various combinations of old and new components to determine options for spacial growth and change.

Roundtables target specifier needs

In addition, the "Viewpoint" design and drafting system allows users to visualize space in both two and three dimensions via computer graphics. Users can "walk through" simulated space and evaluate various design alternatives in a realistic manner.

EPS Usage offers an alternative to purchasing, a means by which firms can plan, equip, and manage facilities with minimal capital outlay. Herman Miller dealers arrange contracts for equipment leasing for which customers pay only a monthly service fee.

Other news from Herman Miller includes the development of a roundtable program which debuted at this year's Designer's Saturday. A total of 510 architects and designers, representing 320 firms, booked space at the Herman Miller showroom during the event to attend meetings which addressed topics ranging from lighting and computers to facility management.

Sessions were part of a total program titled, "Becoming the Preferred Professional." Program format consisted of 1,300 one-hour meetings with 13 leading consultants who are specialists in commercial interior design and space planning.

Also sponsoring interior design roundtables is Gunlocke whose program "The State of Arts and Architecture in Los Angeles" debuted at the recent opening of the firm's Pacific Design Center showroom.

Program moderator was Robert J. Fitzpatrick, president, California Institute of the Arts and vice president for cultural affairs, Los Angeles Olympic Organizing Committee, with remarks by designer Stanley Felderman.

New CSI Alexandria, Va. HQ is now in operation



Alexandria, Va.–*New headquarters for the Construction Specifications Institute (CSI), an organization consisting of specifiers, engineers, contractors, and construction product manufacturers, is now in operation. The institute recently relocated its offices here to 601 Madison Street from a Washington, D.C. facility. Kerns Group Architects of Washington, D.C. designed the structure which features 30,000 sq. ft. of space within an exterior that is reminiscent of 1930s commercial buildings. The structure includes climate control devices, thermopane glass, thorough insulation, a complete sprinkler system, and access for the handicapped. Landscaped interior offices incorporate ambient lighting systems that provide flexibility for futher staff growth. Specialized areas include a computer room and fully equipped kitchen/cafeteria.*

1,000 textile makers plan for Milan Fair

Waterford, Conn.—More than 1,000 contract textile exhibitors representing 72 countries have leased space at the Milan Fair, scheduled for May 18-25, 1983. Exhibitors include manufacturers of bedding, floorcovering, draperies, upholstery fabrics, fibers, yarns, and wallcoverings.

Manufacturers, agents, exporters, and designers of numerous international fabric lines will be on-hand to meet with attending specifiers. As an added attraction, fair management has arranged for a Congress of Interior Designers which includes specifiers from countries throughout Europe. For registration and exhibition information contact Maurice Arfi, Aim-Expo, P.O. Box 387, Waterford, CT 06385.

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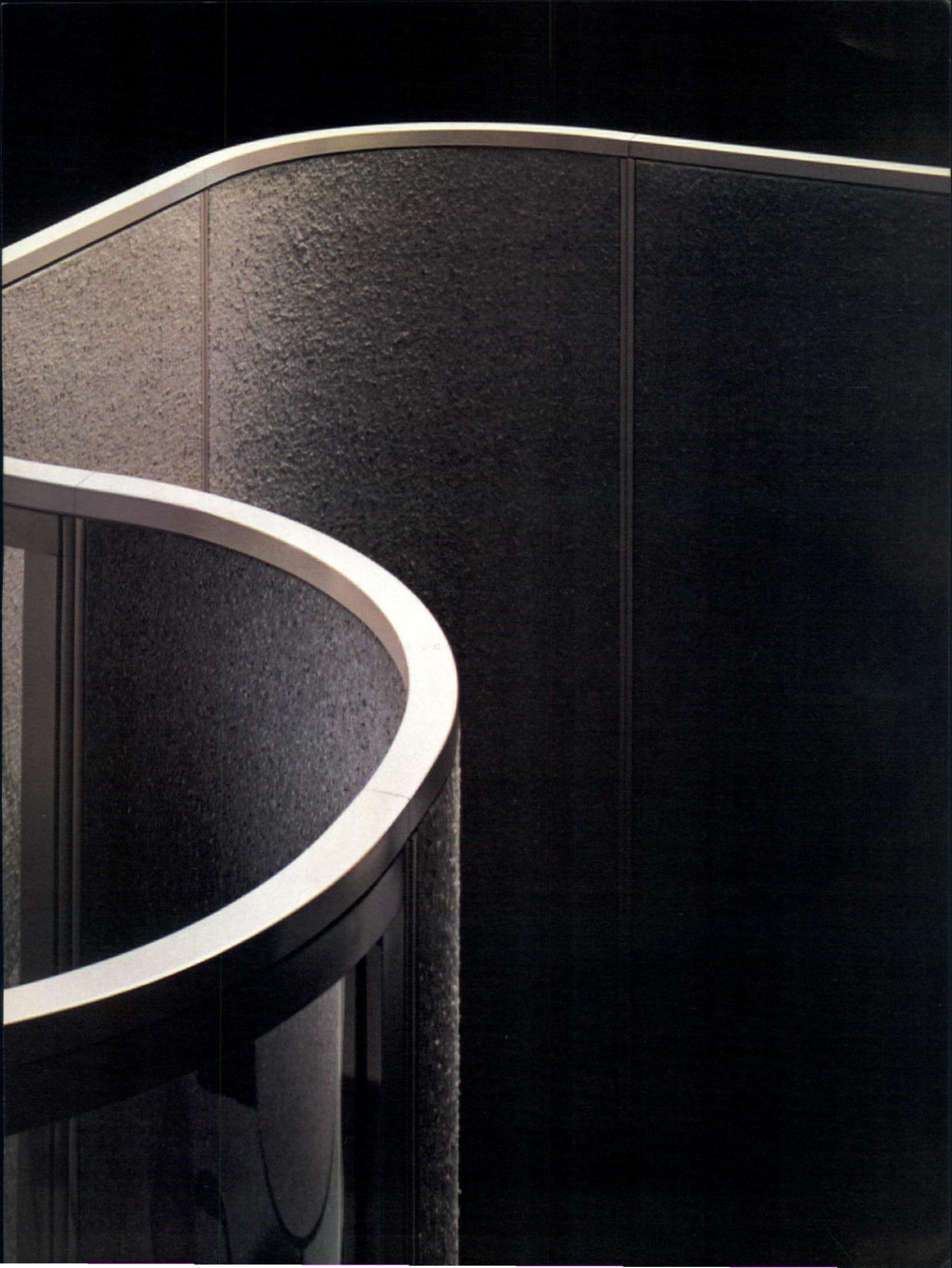
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Steelcase
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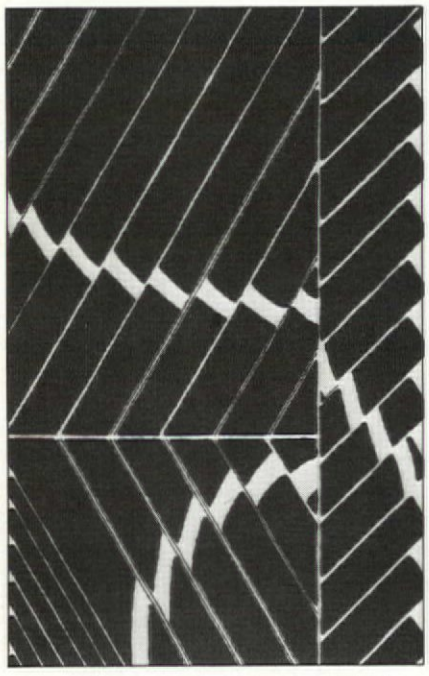


Outstanding designs honored in various competitions

EDWARD FIELDS

San Francisco—First prize in the fourth annual Edward Fields Wool Rug Design Competiton was awarded Raymond J. Kujanson, Chicago. Second prize winner was Kevin Kowski, Rochester, and Robert Hogan, Lynbrook, N.Y., won third prize. Three honorable mentions were also awarded.

Competition was open to professional and associate members of ASID. Rug designs were crafted in wool by the sponsoring company.



Staggered geometrics patterned this first-place entry in the Edward Fields design competition for wool carpets.

WOOL BUREAU

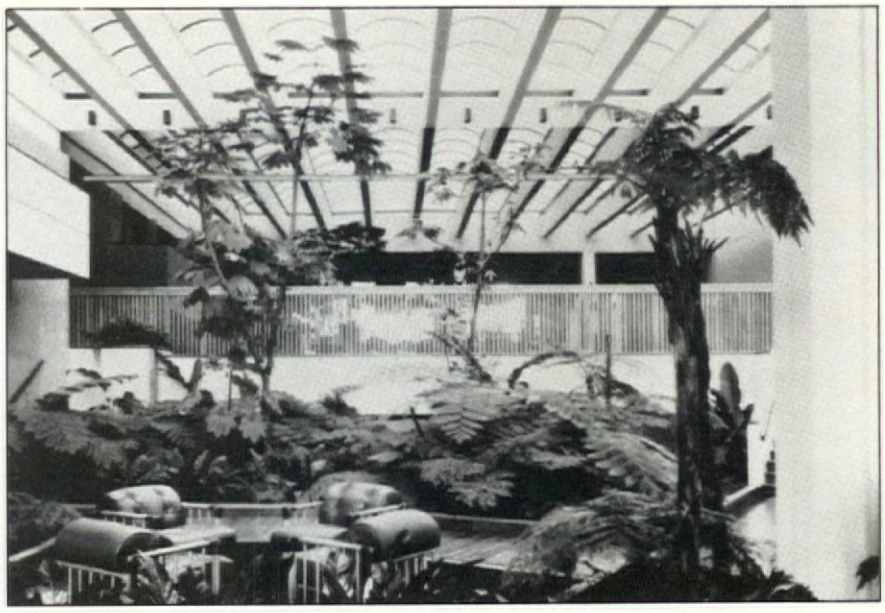
San Francisco—Three national winners were selected in the Wool Bureau's print design contest. Grand prize winner is Barbara A. Levedahl, student from the north Pacific region; second place winner is Jeffrey A. Ashley, east central region, and Linda Garnitz, southeast region, is third prize winner.

Judges included Boris Kroll, Angelo Donghia, Michael Love, and David Eugene Bell. Entries were submitted from each of the ASID student regions.

McGRAW-EDISON

Elk Grove, Ill.—Innovative use of Halo Power-Trac and SPI ambient/task lighting was recognized by Lighting Products Div., McGraw-Edison Co. in its Sixth Annual Lighting Design Competition. Roger J. Hoffman, ASID, Watsonville, Calif., won in the contract category for his restaurant lighting design of an 111-year-old structure.

Associate contract category first place winner was Randall W. Horton, Palo Alto, Calif. He designed an open office for a silicon valley computer firm. Shelly Marshall-Schmidt, Crawfordsville Fla., took first place honors in the student contract division for her track lighting systems for a subway station. Winner in the SPI student contract category was Shari Winson, student at the Fashion Institute of Technology, New York City.



Joann Pison, ASID, took first prize honors in the National Association of Mirror Manufacturers design competition for her hotel lobby design.

NATL. ASSOC. MIRROR MANUFACTURERS

San Francisco—Awards totaling $10,000 were presented in residential and commercial design categories by ASID and the National Association of Mirror Manufacturers (NAMM). First prize winner in the contract category was Joann Pison, ASID, Designers Inc., Coconut Grove, Fla. Guy R. Ramsey, ASID, Integrated Design Associates, Los Angeles, won second prize; J.R. Shaw, ASID, Shaw & Associates, Dallas, placed third.

Pison planned a hotel lobby in glass and mirrors to create a spacious feeling. Mirrored designs by Ramsey and Shaw also involved hotel space.

Winners in residential design were Leo Lemchen, ASID, Interior Design, West Orange, N.J.; Susanne Shaw, ASID, Susanne Shaw Interiors, Washington, D.C.; and Kenneth H. Toney, ASID, Kenneth H. Toney, Associates Inc., Akron, Oh.

More than 200 entries were judged by Everett Brown, FASID; Jack G. Ruthazer, ASID, and Ruth Lynford, FASID.

AMERICAN INSTITUTE OF ARCHITECTS

Washington, D.C.—Homes for Better Living awards program sponsored by the AIA produced 17 winners including Daniel Solomon, Paulett Taggart, San Francisco, for an urban condominium; Graham Gund Associates Inc., Cambridge, Mass., schoolhouse-turned-condominium; Donham & Sweeney, Korobkin Jahan Associates, and Zeisel Research, all of Massachusetts, for elderly housing.

Other winners were Fisher-Friedman Associates, San Francisco, condominium development; Nagle, Hartray & Associates Ltd., Chicago, vacation home; Clovis Heimsath, FAIA, Fayetteville, Tex., remodeled farmhouse; Eric Hefty & Associates P.C., Missoula, Mont., private residence; Agora Architects & Planners, San Francisco, recycled barn; Hugh Newell Jacobsen, FAIA, private home; Rob Wellington Quigley, AIA, vacation house.

Also honored were Kerns Group Architects P.C., remodeled home; Alfredo De Vido, AIA, New York, condominium/apartment complex;

(Continued on p. 24)

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Lobby, Executive Square Modular Carpet
Designer: Lloyd Henson A.S.I.D; **Project Director:** Leslie H. Falk
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(Continued from p. 20)

Dreyfuss & Blackford Architectural Group, Sacramento, elderly housing; Carl Luckenback/Robert L. Ziegelman Inc., Birmingham, Mich., townhouses; Backen Arrigoni & Ross Inc., San Francisco, condominiums; Daniel Solomon & Associates, San Francisco, apartment building.

AIA's competition, which drew 431 entries, marks the oldest design awards program devoted to housing.

INTERIOR PLANTSCAPE ASSOCIATION

New York—Dagny DuVal of Plant Specialists Inc. and Parsons School of Design has been awarded highest honors in the Interior Plantscape Association's 4th Annual competiton. Her design created a tropical setting for the Manhattan Plaza Swim and Health Club. DuVal teaches a plantscaping course at the Parsons campus in midtown Manhattan.



Dagny DuVal, Plant Specialists Inc., won a plantscaping award for a Manhattan swim club and health facility.

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Competitions: $80,000 to be given in Formica contests

New York—Two independent design contests will be sponsored by Formica during 1983-84 in which more than $80,000 in prizes will be awarded. Competition I, a conceptual design contest, will be open to professional specifiers and design students, with a special category for students only. Competition II (Built) is open to professional specifiers only. Titled "Surface & Ornaments," the competitions are designed to raise industry awareness of Colorcore. Winning Competition I entries will be displayed at NEOCON XV. Competition II will be judged in March, 1984. Contact Colorcore "Surface & Ornaments" Competitions, Formica Corp., One Cyanamid Plaza, Wayne, NJ 07470. **Competition I deadline: February 15, 1983.**

• Wilsonart and ASID will sponsor a design competition recognizing innovative applications of decorative laminates. This first annual competition will be open to all ASID professional and associate members. Entries will be accepted in two categories: speculative designs and existing applications. Cash awards will be presented in both categories to individuals and their local ASID chapters at the ASID National Convention in Boston scheduled for July, 1983. Contact DeDe Draper, Ralph Wilson Plastics Co., 919 Third Ave., New York, NY 10022; 212/753-8686. **Deadline: May 1, 1983.**

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Shown here, a Bigelow commercial plush of DuPont Antron® III nylon in a custom color, Buxton Gray, specified for Lord & Taylor, Cutler Ridge Mall, Miami, Florida by The Pavlik Design Team.

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BOSTI study proves importance of design as productivity tool

Grand Rapids, Mich.—Results of a four-year study on productivity factors in the workplace were released recently by the Buffalo Organization for Social and Technological Innovation (BOSTI). The study notes that office design is an important determinant of an employee's job satisfaction and performance.

A series of 23 factors were evaluated—including room temperature, noise level, floor space, and lighting—in the course of the study. Final evaluations showed that a company can increase per capita office worker production by more than $1,600 when design of the environment is properly addressed.

The BOSTI study is the first to determine the dollar effects office design can have on productivity. BOSTI sponsors include Westinghouse Open Office Systems. For more information contact BOSTI, 1479 Hertel Ave., Buffalo, NY; 716/837-7120.



New York Governor Hugh Carey moderates health care design forum

New York–*Assembled at the recent John F. Hennessy Commemorative Forum titled, "Future Health Care: Modernization and New Trends in Health Facilities," are (from l. to r.) John F. Hennessy, chairman, Syska & Hennessy, consulting engineers and forum sponsors; former Secretary of Health, Education, and Welfare Joseph Califano, Jr.; Robin Herman, reporter, The* New York Times; *Samuel Davis, president, Mount Sinai Hospital, New York; Dr. David Hamburg, director, div. of Health Policy, Harvard University; New York State Governor Hugh L. Carey; and Owen Moritz, urban affairs reporter,* New York Daily News. *The panel of health experts was questioned by the two journalists and Governor Carey, who also served as moderator. Topics covered included how to plan for facility longevity while lowering long-term costs.*

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INTERFACE®

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PRODUCTIVITY IMPACT INTENSIFIES AS WHITE COLLAR FORCE GROWS

65 percent of workforce employed in offices by 1985; productivity to be affected by people, systems, environment

Since 53 percent of the workforce is currently employed in the professions collectively known as "white collar," productivity has gained tremendous attention from the office sector. The Bureau of Labor Statistics estimates that 65 percent of the workforce will be white collar by 1985 and possibly 90 percent by the year 2000, if the trend continues at present rates.

Such incredible figures raise questions concerning programs undertaken to increase white collar productivity, corporate approaches to the challenge, and outcomes achieved. Office investments of $1 trillion are expected to increase to $1.5 trillion by 1985—another reason to gather and study data on the professional worker.

Research on productivity was recently undertaken by Steelcase Inc. and the American Productivity Center (APC). The latter is a nonprofit organization developed to study white collar productivity in American offices to determine techniques for gains and measurements. C. Jackson Grayson, APC chairman, says, "Companies with white collar productivity efforts in place are showing an average gain of 9.5 percent in effectiveness and efficiency."

Of more than 600 companies surveyed, 140 returned questionnaires in the APC/Steelcase poll, with 99 indicating they were making efforts to increase productivity among workers. Significant improvements were cited by these companies in the following areas pinpointed by the study:

- human resource development—11 percent gain.
- automated office systems—14.8 percent gain.
- environmental design elements—10 percent gain.

Grayson reports, "If procedures used by companies in our study were universally applied, more than $95 billion could be saved annually. When applied to other areas, those savings could foster strong economic growth."

Systems furniture is booster

The three main reasons cited in the survey for productivity increases are human resources development, automated office systems, and environmental design. Categorized under design are systems furniture, lighting arrangements, floor/wallcoverings, and temperature/air quality control. According to the study, "To use any one of the features without regard to their coordination is to lose sight of the payoff that the mix brings."

Environmental design improvements originated primarily with in-house expert consultants, the study reported. Approximately one-third contacted outside sources or agencies. Time taken to effect environmental change ranged from one to 12 months. Recouping 100 percent of investment occurred in a six- to 24-month time span.

Overall, three percent of respondents found use of systems furniture to be the single most effective technique for improving productivity, while two percent listed floor/wallcoverings as the most effective environmental change.

When questioned on users' recorded improvement gains, 83.3 percent said office space was more efficiently used after improvement in environmental design. Some 80 percent of respondents cited reduced distractions and 53.3 percent reported work output increased by

Included among the results of productivity improvement efforts, recorded in chart (opp. page), is an average 11.6 percent gain in worker output as a result of environmental design change, reported by 53.3 percent of users. The technique found most effective in increasing productivity was in the automated office systems category, as charted by the Steelcase/APC poll (right). Word processing emerged as a leading influence, cited by 34 percent of respondents.

Techniques found to be most effective

Technique	Percent
Human Resource Development:	
Work Redesign	14
Team Building	14
Participation Groups/Quality Circles	10
Survey Feedback	5
Automated Office Systems:	
Word Processing	34
Electronic Mail	2
Records Management	2
Environmental Design:	
Systems Furniture	3
Floor and Wall Coverings	2

Steelcase Inc./American Productivity Center – 1982

Results of productivity improvement efforts

a Percent of Users Who Recorded Improvement
b Percent of Improvement (average)

Outcomes	Human Resources Development		Automated Office Systems		Environmental Design	
	a	b	a	b	a	b
Staffing Requirements Reduced	69.6	14.7	66.7	10.4	40.0	3.5
Task Difficulty Reduced	60.0	9.7	81.5	15.4	30.0	3.5
Errors Reduced	69.6	7.3	85.2	8.5	26.7	5.0
Distractions Reduced	30.0	6.7	20.4	7.5	80.0	7.9
Response Time Reduced	51.7	16.7	70.4	21.5	30.0	3.0
Absenteeism Reduced	31.7	5.9	9.3	2.0	30.0	4.3
Turnover of Staff Reduced	40.0	9.5	11.1	6.0	40.0	4.0
Staff Grievances Reduced	40.0	11.3	22.2	6.0	40.0	10.3
Travel Time Reduced	21.7	5.5	18.5	5.0	26.7	7.5
Office Space More Efficiently Used	31.7	11.8	31.5	10.7	83.3	10.5
Necessary Communication Made Easier	63.3	14.1	61.1	11.4	46.7	6.5
Work Output Increased	76.7	11.9	87.0	16.3	53.3	11.6
Quality of Product or Service Increased	66.7	12.4	72.2	12.5	50.0	3.0
Timeliness of Delivery Increased	48.3	14.4	68.5	10.6	26.7	6.5
Needs of Client Better Met	53.3	13.0	61.1	9.4	36.7	9.0
Image/Credibility of Office Increased	58.3	3.6	55.6	10.9	50.0	8.3

Steelcase Inc./American Productivity Center – 1982

11.6 percent due to environmental design changes. Staff grievances were reduced by 10.3 percent according to 40 percent of the sample.

Measurement remains challenging

These percentages signify gains in productivity, yet the challenge to increase and measure output—qualitatively and quantitatively—remains. Since 1950, white collar workers have experienced an average annual productivity increase of only 1.8 percent, compared to 2.4 percent for private business as a whole and three percent for factory gains. In the finance and insurance industries, an area dominated by white collar employees, the Bureau of Labor Statistics shows an average annual productivity decline of three percent.

"As white collar productivity becomes increasingly important," the survey reports, "capital investment in the office will quadruple, reaching $8,000 to $10,000 per worker by 1989 as compared to upwards of $40,000 per employee workspace in industry generally. Most of this money will be spent on electronic equipment and task-support office furniture."

Other study findings indicate:

- Organized, coherent white collar productivity efforts are not under way on a national scale.
- Cost control is a primary reason for present efforts instead of increased productivity.
- Most of the comprehensive planning and preparation for productivity improvements occurs in an ad hoc, reactive fashion.
- Few efforts reveal an explicit integration of human resource development, office automation, and environmental design. A need to integrate the three areas is generally not recognized and internal expertise is not organized to support such a perspective.
- Measurement of white collar productivity is in a rudimentary stage. Measurement is necessary in order to demonstrate and inform progress; however, it should not become an obstacle to constructive change.
- The roles of middle managers in productivity efforts are unclear and should be addressed; their input is critical to change and employee involvement.
- Employee involvement in productivity improvements is clearly needed. Employees are motivated to support the improvements and their input is needed in white collar contexts. The quality of work life is largely a result of influence on employees' work-a-day experience.

Copies of the results of the Steelcase/APC study are available from Steelcase Inc., Productivity Report, Grand Rapids, MI 49501. □

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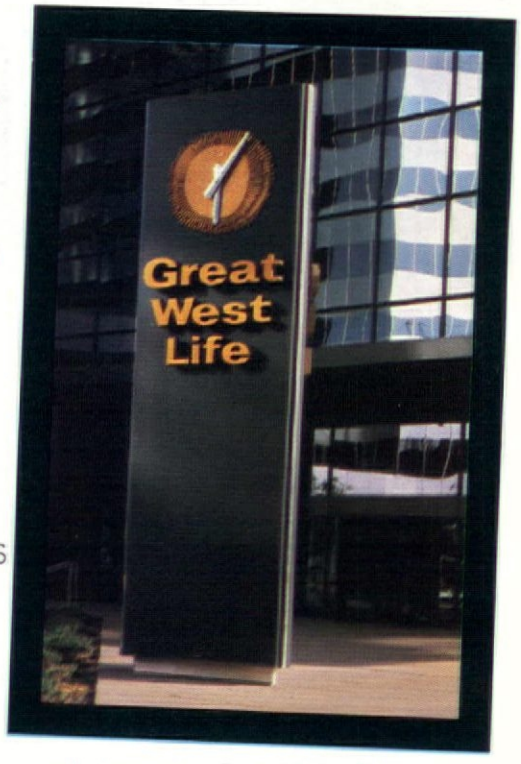
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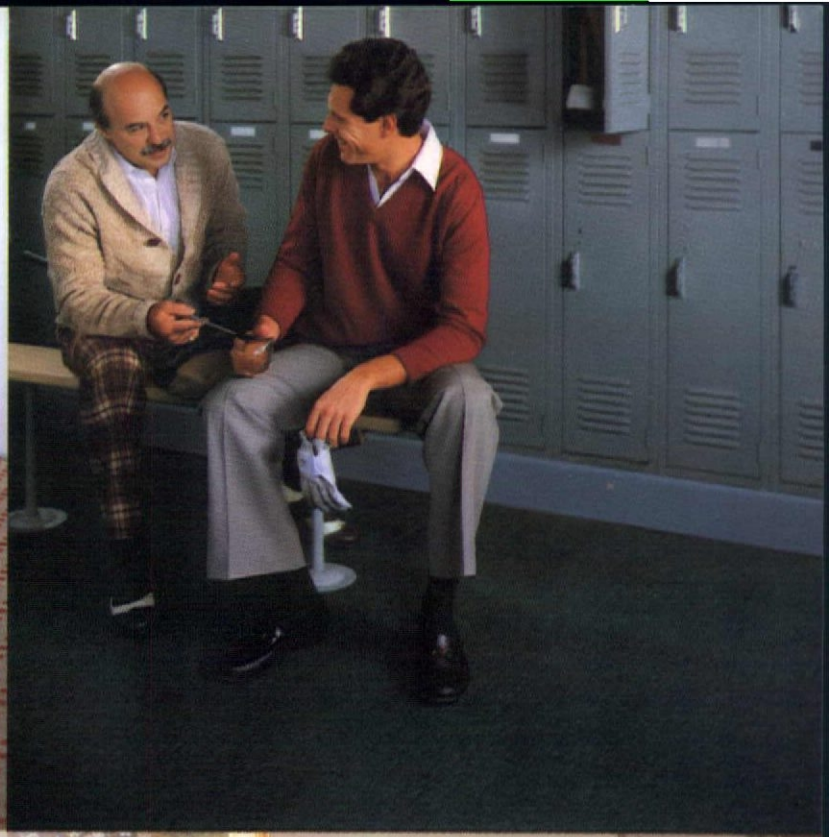
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"The sparkle of metal brings a new world elegance to contemporary interiors." **Valerian S. Rybar,** Interior Designer

Valerian Rybar creates a glowing vision of a world of surface contrasts. Shiny, alive, a sparkling statement of yesterday, today and tomorrow. The window blinds are Levolor mirror bright Verticals. Naturally. Their shimmering beauty is right at home in Mr. Rybar's concept. Levolor Verticals come in aluminum in a stunning choice of over 100 colors, metallic finishes, and exclusive prints. Plus designer weave fabrics. For more information write to: Levolor Lorentzen, Inc., 1280 Wall Street West, Lyndhurst, New Jersey 07071.

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CONTRACT QUOTES

USE CARPET CUSHION FOR BETTER MAINTENANCE



Norman Rosenblatt
President
Contract Dist. Corp.
New York—

"Carpeting installed with separate carpet cushion provides many more benefits than direct-stick installation methods. As well as offering a more luxurious look and feel, separate carpet cushion enhances sound absorption, extends carpet life, and eases matching when patterned floorcoverings are specified. In addition, when cushion-backed carpet is removed, it can be rolled up and reused. By contrast, direct-stick carpeting must be taken up a section at a time, a process which often leads to deterioration of the floorcovering."

SPACE ANALYSES CURTAIL HIGH PROJECT COSTS



Richard Hague,
AIA
President
Hague-Richards
Assoc.
Chicago—

"In selecting appropriate office locations for computer operations centers, it is vital that the interior architect analyze the space before the client signs a lease. Such an analysis should determine floor loads, ceiling clearances, loading and freight facilities, fire protection systems, and the electrical/mechanical capacity needed to accommodate an uninterrupted power source. A building should also be capable of handling sophisticated temperature, humidity, and static control systems. Poor planning can result in extraordinary costs to upgrade inadequate space."

DISTRIBUTION CHANGES FACE OFFICE DEALERS



Albert G. Howell
Chairman
Bank & Office
Interiors
Seattle—

"Our industry faces an incredible opportunity—development of full service capabilities to service new markets. We have a tendency to close big bid projects, but we really have to develop the art of negotiating for full service, smaller jobs. In a word, dealers have to become professional managers."

NEW DESIGN APPROACHES NEEDED IN MARKET



Burton Tysinger
Sr. Designer
Perera & Assoc.
Los Angeles—

"There are no new ideas today. We've become so successful and so comfortable that we're just going through a stage of refining what's already around. Developments in the communications field and computer technology offer us opportunities nobody has picked up on. If the right manufacturer, the right designer, and hopefully, the right client could get together, there could be a real breakthrough in office design. As it is, people are all coming out with the same thing. They're not taking a real fresh, creative look at the design market, and there is a real demand for that."

IS RETAIL DESIGN LOSING IDENTITY?



Wayne Takeuchi
President
Chaix & Johnson
Architects
Los Angeles—

"American department stores are having a big identity problem, meaning that most are quite mundane in design. There's no enticement to shop because the merchandise looks exciting. The Japanese have this problem too, but they've recognized it. They are creating a strong identity by emphasizing high-level fashion designers in boutique settings. We Americans are doing that too but not to the same extent."

EMPHASIZE FUNCTION TO SERVE CLIENT



Ed Mark
President
Packard Industries
Niles, Mich.—

"Client requirements should always have top priority when interiors are planned. But too often, initial specifications submitted by designers do not clearly define what the end user wants. End users usually choose function over form, whereas designers often concentrate on form before function. This emphasis may be a disservice to the client. It is unfortunate that furniture manufacturers sometimes have to go past the designer to the end user to find out what is really needed by the client. It is the responsibility of the designer/architect/specifier on the job to make a client aware of a full range of manufacturer options. Better communication among specifiers, clients, and manufacturers, though it sounds cliche, makes that happen."



Patterns of Thought.

Gardco announces Focus One, and redefines excellence in interior lighting. Extruded aluminum fluorescent luminaires, yes, but rethought in terms of fine detail and large possibility. The detailing delights, and from a near-infinity of choice—sizes, shapes, lengths, directions, mountings, suspensions, connections and finishes—arises a plurality of patterns that thoughtful designers welcome and exploit. Gardco Lighting, 2661 Alvarado Street, San Leandro, California 94577. 800/227-0758 (In California 415/357-6900).

Gardco Lighting

Circle 24 on reader service card



Tropitone is seen in the nicest places . . .

MGM Grand *Las Vegas, NV* • ***Camelback Inn*** *Scottsdale, AZ* • ***Intercontinental Hotel*** *Maui, Hi* • ***Mountain Shadows*** *Scottsdale, AZ* • ***Grand Teton Lodge*** *Jackson, WY* • ***Banff Hotel*** *Alberta, Canada* • ***Disneyland Hotel*** *Anaheim, CA* • ***Hotel Del Coronado*** *Coronado, CA* • ***Dunes Hotel & Country Club*** *Las Vegas, NV* • ***Quail Lodge*** *Carmel, CA* • ***The Olympic Country Club, Lakeside*** *San Francisco, CA* • ***Century Plaza Hotel*** *Los Angeles, CA* ***Harrahs*** *Reno, NV* • ***Marriott Inn*** *Newport Beach, CA* • ***MGM Grand Hotel*** *Reno, NV* • ***Newporter Inn*** *Newport Beach, CA* • ***Biltmore Hotel*** *Phoenix, AZ* • ***Kapaula Bay Hotel*** *Maui, HI* • ***Silverado Country Club*** *Napa, CA* ***Waikiki Sheraton*** *Honolulu, HI* • ***Bel Air Hotel*** *Beverly Hills, CA* • ***Shangri-la Hotel*** *Singapore* • ***Kings Island Inn*** *Kings Mill, OH* • ***Alice Springs Casino*** *Alice Springs, Australia* • ***Exmoor Country Club*** *Highland Park, IL* • ***Shaker Heights Country Club*** *Cleveland, OH* • ***Breckenridge Inn*** *St. Louis, MO* • ***Tan-Tar-A Resort*** *Osage Beach, MO* ***Crown Center Hotel*** *Kansas City, MO* • ***Marriott Lincolnshire*** *Lincolnshire, IL* • ***Radisson Hotel*** *La Crosse, WI* ***Walt Disney World*** *Lake Buena Vista, FL* • ***Hyatt Regency*** *New Orleans, LA* • ***Sea World of Florida, Inc.*** *Orlando, FL* • ***Busch Gardens*** *Tampa, FL* • ***Caribbean Gulf Hotel*** *Clearwater Beach, FL* • ***The Breakers*** *Palm Beach, FL* • ***Sea Pines Plantation*** *Hilton Head Island, SC* • ***Hyatt Regency*** *Atlanta, GA* • ***Fairmont Hotel*** *New Orleans, LA* • ***New Orleans Country Club*** *New Orleans, LA* • ***Hershey Motor Lodge*** *Hershey, PA* • ***Piping Rock Club*** *Locust Valley, NY* • ***Montauk Yacht Club & Inn*** *Montauk, NY* • ***Mt. Snow Snowlake Lodge*** *Dover, VT* ***Sheraton Tara*** *Braintree, MA* • ***Rye Town Hilton*** *Rye, NY* • ***Del Webb's Casino*** *Atlantic City, NJ* • ***Rolling Rock Club*** *Ligonier, PA* • ***Harrah's*** *Atlantic City, NJ* • ***Buccaneer Beach Hotel*** *St. Croix* • ***Divi Divi Beach Hotel*** *Aruba* ***Meridien Hotel*** *Martinique* • ***Mullet Bay Beach Hotel*** *St. Maarten* • ***Caneel Bay Plantation*** *St. John* • ***Little Dix Bay*** *Virgin Gorda* • ***Paradise Grand Hotel*** *Paradise Island, Bahamas* • ***Frenchman's Reef*** *St. Thomas* • ***Dorado Beach Hotel*** *Dorado, P.R.* • ***Singapore Hilton*** *Singapore* • ***Khartoum Hilton*** *Khartoum, Sudan* • ***Fijian Hotel*** *Fiji* ***Hotel Okura*** *Tokyo, Japan* • ***Elbow Beach Hotel*** *Paget, Bermuda* • ***Bonaventure Hotel*** *Montreal, Quebec* ***Ramada Hotel*** *Dhahran, Saudi Arabia* • ***Kuwait Hyatt Regency*** *Kuwait* • ***Aphrenieum Intercontinental*** *Athens, Greece* • ***Cerromar Beach Hotel*** *Dorado, P.R.* • ***Pink Beach Club*** *Bermuda*

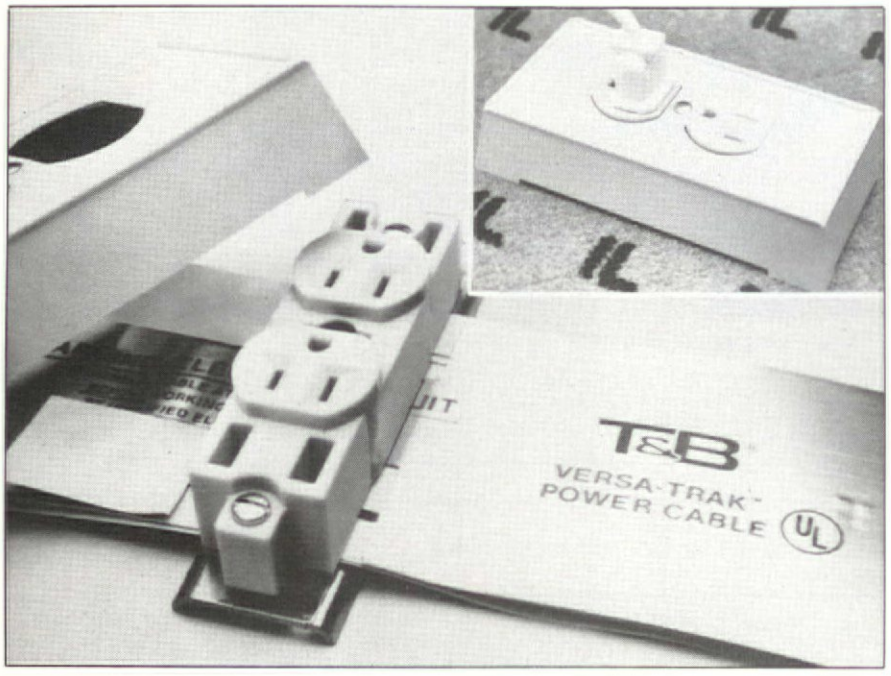
tropitone

Tropitone Furniture Co., Sarasota, FL/Irvine, CA

Circle 25 on reader service card

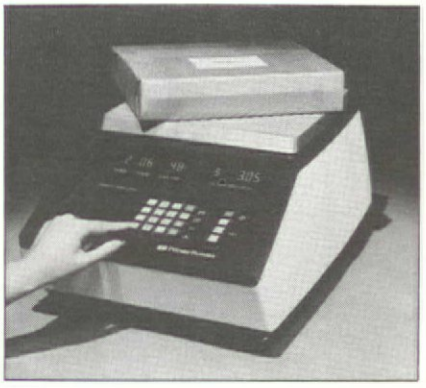
SHOWROOMS: ATLANTA CHICAGO DALLAS DENVER HIGH POINT HOUSTON IRVINE LOS ANGELES MIAMI NEW YORK PHILADELPHIA PHOENIX SAN FRANCISCO SARASOTA SEATTLE MELBOURNE SINGAPORE

Low profile power pedestal speeds flat cable installation



Low profile power pedestal from Thomas & Betts speeds installation of the Versa-Trak™ under-carpet wiring system and reduces time required to make future wiring changes. Pedestal can be placed with a screwdriver and scissors. Grounding-type direct contact duplex receptacle is rated 15 or 20 amps. Pedestal also serves as a splicing and tapping point, enabling connections to be made inside the pedestal. **Circle No. 293.**

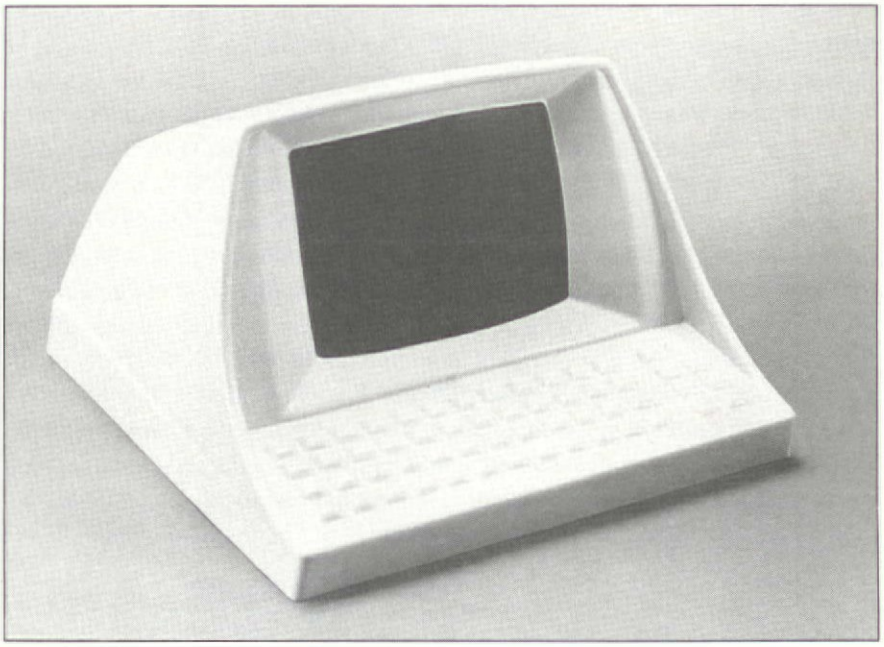
Digitally displayed weight readings possible with parcel scale



Pitney-Bowes offers an electronic parcel scale for small- to medium-volume shippers. Called EPS-70, scale provides rapid, digitally displayed weight and parcel rate information for almost all domestic and international parcel services, such as USPS and UPS. When interfaced with an electronic postage meter/register, system can automatically handle bulk of mailing and shipping process in one operation, including posting of meter tape. **Circle No. 292.**

Display unit made to fit computer tables

Display computer terminal is from Atlantic DataFurniture Products. Product is fabricated from plastic for durability and long usage. Realistic scale version of a computer terminal aids manufacturers in showing merchandise such as computer support furniture/furnishings. **Circle No. 295.**

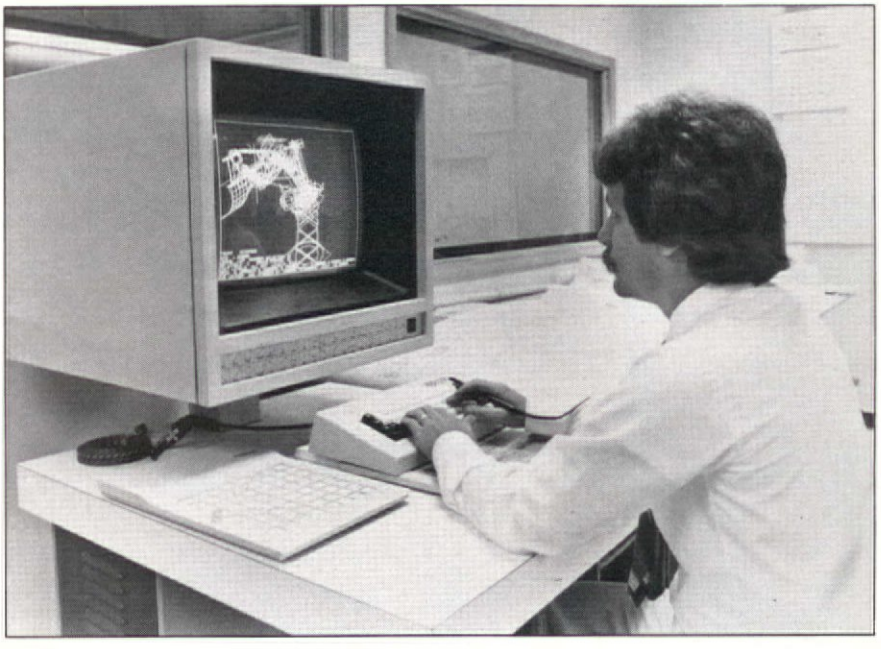


Terminal table adapts to standing or seated use



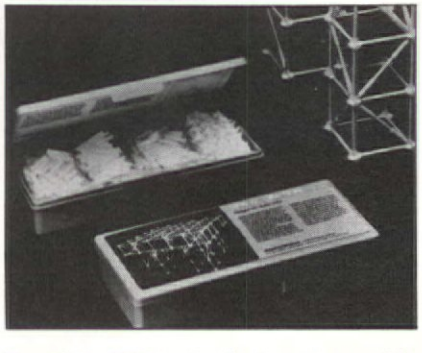
Facit offers a new terminal table which adjusts for operation from either seated or standing positions. Separate surfaces are provided for detached keyboard and screen terminals. Work space is expanded by adding side surfaces to left or right of keyboard or screen supports. To accommodate user's depth of vision, front surface can be moved forward or backward. Height adjustment ranges from 26- to 40-in. high. Graduated scales are affixed to both surfaces and serve as an adjustment guide.
Circle No. 294.

CADM center established for designers, engineers, draftsmen



A computer-aided design and drafting center in Detroit was recently established by Efficient Engineering Co., an engineering service bureau headquartered in that city. Access to a full range of automated design, engineering, and drafting capabilities will be possible on a project basis or CADM rental. Using an Applicon 895 system with four-color stations, the facility will address a variety of engineering applications including tool and fixture design, electromechanical design, printed circuit board design, plant layout, and robotic studies. The firm will also offer plotting services. For the new user of CADM equipment, Efficient Engineering provides operator training, system management, and consulting.
Circle No. 296.

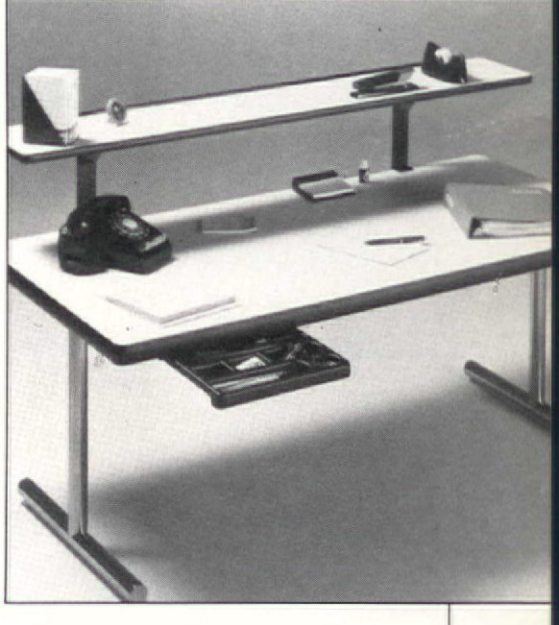
Scale model kit has components for experiments



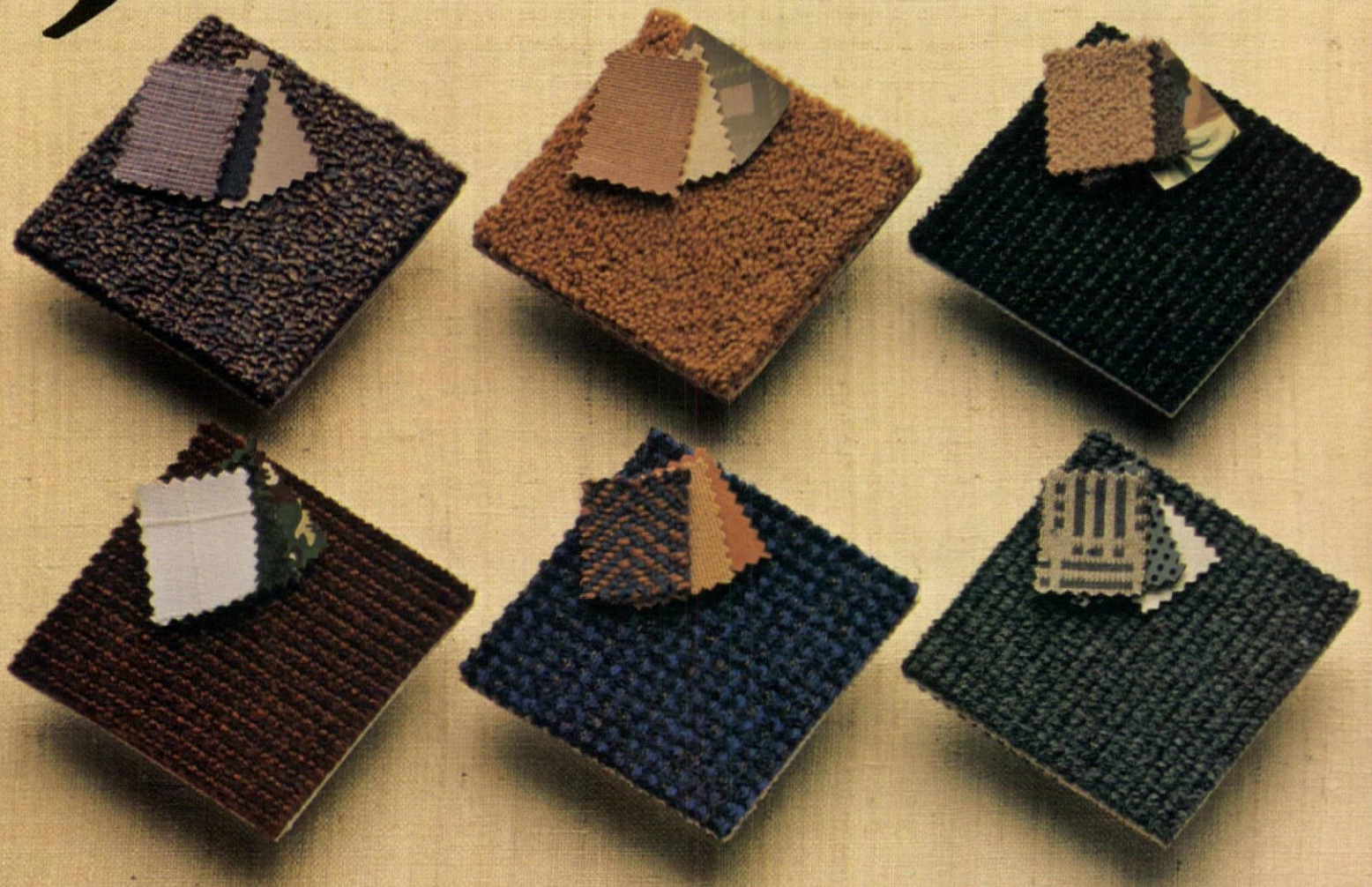
Experimentation in design is possible with this Pipe & Junction Designer Kit available from Integrated Ceilings Inc. Scale model component system permits three-dimensional modeling for testing and presentations. **Circle No. 298.**

Adapt sturdy work table line for terminals or printers

Information Management System (I.M.S.) from Howe Furniture Corp. was developed for use with computer terminals or printers, Designed to adapt in open plan or conventional work spaces, tables have ganging attachments for proper heights. Special tables form 90- or 120-degree angled work stations. Available options include terminal table on casters; printer table with paperfeed slot, wire manager, printout shelf, and drawer; terminal table with lazy susan for sharing; work table with flexible task light; printer/terminal table with wire manager; and work table with rigid arm task light and undershelf. T-leg base adds to table durability. **Circle No. 297.**



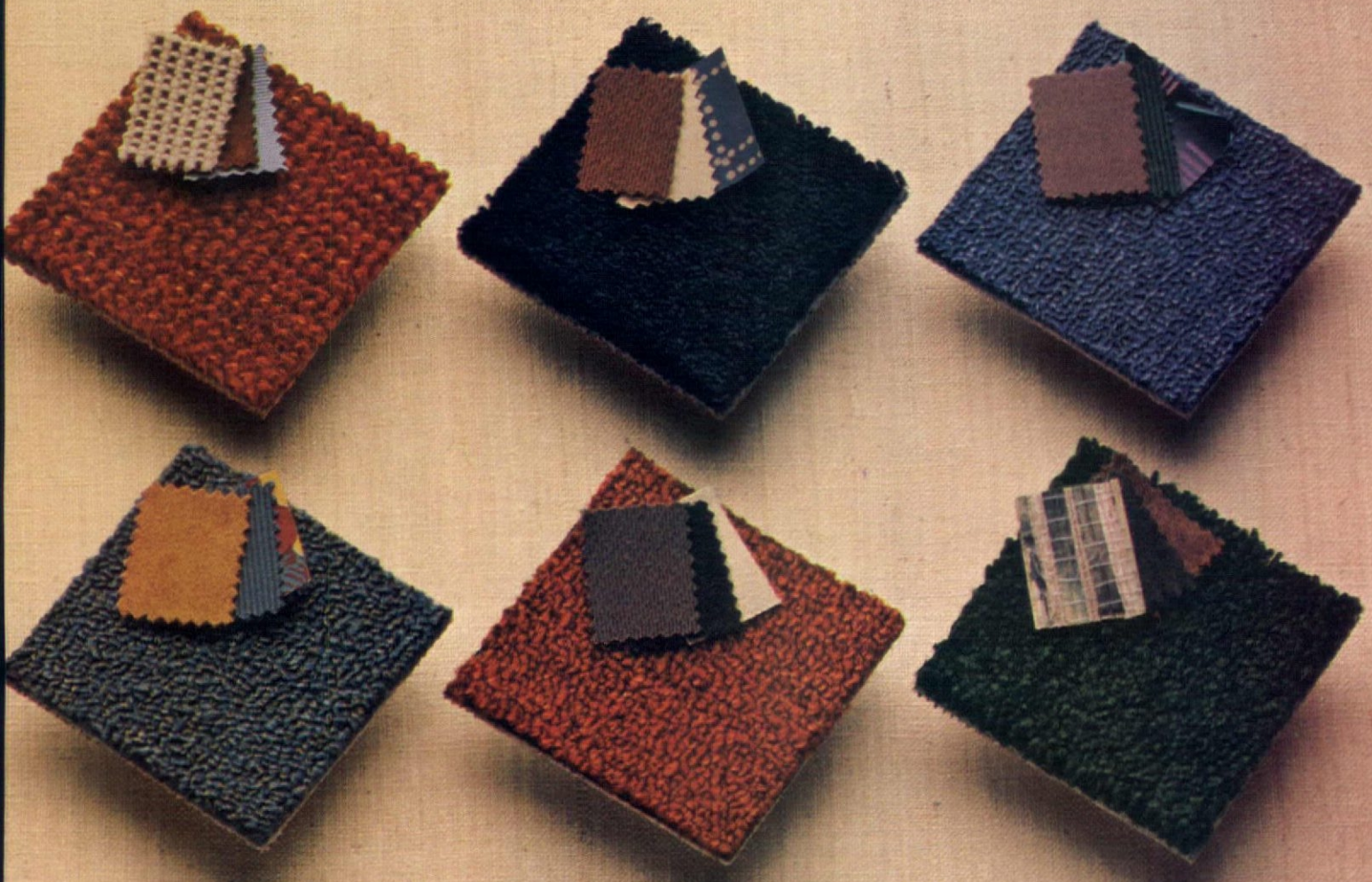
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Just Cover



To look at those beautiful carpets above, all dressed up in wall covering and upholstery fabrics, you might get the idea that their only job was to spread themselves out to be admired.

It isn't. Because these carpets are working carpets. With the

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toughness and durability of fibers such as DuPont's Antron III nylon, they can meet just about every specification, financial and physical.

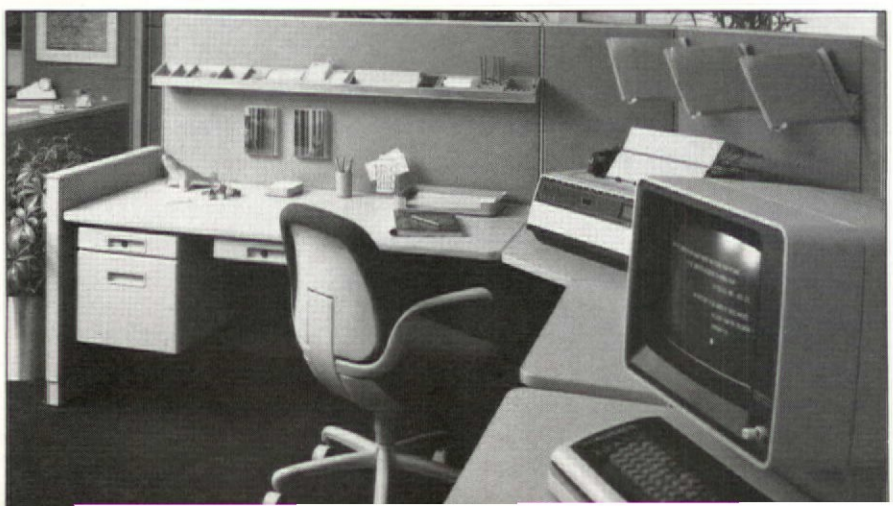
You see, when it's Gulistan carpet, it has to do more than just lie there and look pretty. ANTRON® III NYLON Gulistan® Carpets By J.P. Stevens

Circle 26 on reader service card

Wood accents add warmth and elegance to high-tech offices

Computer support stations from American Seating integrate the high-tech elements needed in automated offices with well-designed, wood-accent furnishings that add style to corporate settings. Station options include adjustable keyboards, articulated work surfaces, pass-through panels, and printer units as well as colorful fabric selections and varied space configurations.

Management station (above) features a pass-through panel with lazy susan to accommodate users who are not in constant need of CRTs. Wood panel-trim drawer facings, and laminate surface-accents are optional.



Executive office (below, left) includes an integrated CRT which is located on a secondary work surface. A pull-out keyboard allows the user to conceal hardware as desired. Partitions are standard at 80-in. high; a ceiling height extender kit is available.

Other computer support offerings include pentagonal work surfaces with articulated lazy susans, a printer unit with paper-flow slot, drop-down adjustable keyboards that are suspended from work surfaces with keyboard cut-outs, and split-panel configurations with desk-height electrical outlets.

Circle No. 281.



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Circle 27 on reader service card





'Old World' design approach adapts warehouse for reuse as fabric showroom

Adaptive reuse of an old San Francisco warehouse as the new home of S. Harris' area showroom proves an effective vehicle for display of varied fabric styles and selections. Neutral, light-colored wood floors, ceiling, and furniture combine gracefully with antique chairs upholstered in the firm's traditional textiles. Surroundings also serve as a foil for more contemporary fabric styles.

Sharon Berkelo, senior designer, Swimmer, Cole, Martinez & Curtis, Los Angeles specifiers, met clients' requests for the look of old gnarled timbers or "crooked wood" found in period French buildings by using a lodgepole pine ceiling. Taking the ceiling as a departure point, she then installed a light-oak plank floor that complements the desired "Old World" motif. Light-colored wood desks, plaster walls, and pastel carpeting round out this planning scheme and set the stage for fabric displays which are of primary importance.

Because the space is long and narrow, walls and display wings are laid out on a 45-degree angle. Ceiling structure is also diagonal. This angular emphasis helps to break up the 3,100-sq.-ft. space and adds visual interest.

Fabric displays were placed near windows to assure proper illumination of textiles for maximum visibility. Newly added windows and entry doors open the inside public corridor to the showroom and permit natural lighting.


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© 1982 Itkin Bros. Inc.



Lighting & floor grids define spacial blocks that minimize narrow showroom architecture

Floor-to-ceiling circulation patterns, varied wall treatments, and space-defining architectural detail attract the eye and draw visitors to products in Ambiant Ltd.'s Chicago showroom. In adapting the space for Ambiant's use, planners created a jewel-box effect that spotlights products while minimizing the long, narrow architecture typically found in mart showrooms.

Ambiant vice president, design, Michael Stewart concentrated on establishing clear "sightlines" that lead the eye through the entire showroom expanse. To accomplish this effect, Groundscape, Ambiant's pre-cast, concrete 2-ft. square grid system, was employed. By creating a flooring grid that stretches between columns and around the showroom's perimeter to form both vertical and horizontal surfaces, it establishes four distinct spacial blocks that define architectural framework.

Ceiling design complements the Groundscape motif. Lighting is hung from a dark gray ceiling which conceals overhead beams and ductwork and visually increases ceiling height. Four, 80-ft. strips of aluminum extrusion run the length of the ceiling and support fluorescent and tungsten-halogen lighting fixtures. Fluorescent strips are located at 20-ft. intervals and emphasize the four block divisions created by Groundscape. Tungsten-halogen spots from Halo Lighting accent display areas.

Augmenting the floor-to-ceiling "traffic-track" is a wall-hung panel system which is based on the Groundscape module. Panels feature a brushed aluminum finish which simulates that of the lighting duct and contrasts with dark gray walls and ceiling. Panels are located along two long walls of the 1,600-sq.-ft. space and can be interchanged with photographic panels.

Thick cocoa-colored carpet was chosen as the main floor texture. Found in the three blocks identified with furniture displays, it serves to complement Groundscape and add warmth to the showroom. Work and utility areas are distinguished by flooring materials made from Groundscape pavers.

Architectural elements were deliberately toned down to offset colorful furnishings and plantings. A wide-open entranceway and minimized rear window heights increase the sense of spacial width while bringing eye level down to product displays.



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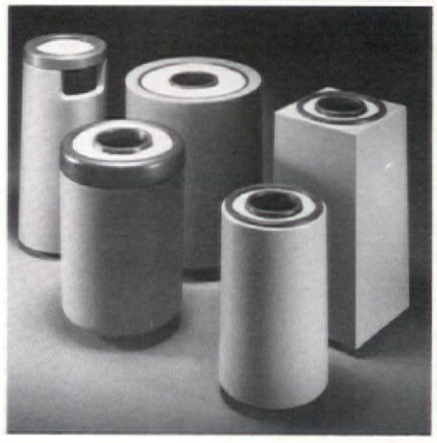


















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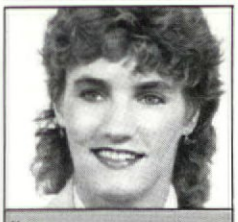
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PEOPLE/NEWS



Kane



Notton

Girsburger Inds. appointed **Nancy Kane** (shown) manager of the firm's Merchandise Mart showroom, Chicago.

Design Center Northwest, Seattle, appointed **Peggy Notton** (shown) promotional director.

Brigadoon International Flooring Inc., formerly known as Bowater Carpets, has a new executive vice president, **Sherman Hendel**. Previously, Hendel was secretary/treasurer and member of the board, Bowater Carpets.

Terence P. Earley has been general manager of Monroe Schneider Associates Inc., Tex. according to Monroe G. Schneider, president of the San Francisco-based firm.

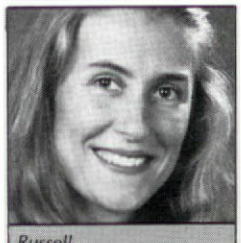
Joanne Saul has been appointed Castelli representative for greater upstate New York. She will represent the firm's full line, as well as selections from Artifort. Address of the company is Joanne Saul & Associates, Harbor Village #12D, Branford, CT 06405; 203/481-0554.

Marilyn Simeon is now an associate with Daroff Design Inc. in the Philadelphia branch.

The Hillier Group, Princeton, N.J., recently acquired the New York interior design firm CPM/Interiors Inc. The two firms will now be known as **The Hillier Group Interiors Inc.** and will be headed by **Charles R. Foster**, partner, CPM/Interiors.

Boyd Lighting is now represented in the New York area by Cy Mann Designs. Displays include specialty lamps and fixtures produced by the San Francisco manufacturer as well as examples of the firm's custom work. Showroom location is 979 Third Ave., New York.

Helikon Furniture now offers a quick-ship program designed to aid specifiers of the firm's Taftville executive office furniture line. Selected Taftville models will be stocked at the firm's Connecticut factory effective with the new program which is called "Taftville Reserved Stock."



Russell



Ford

Ellis L. Hayes (shown) has joined Mohawk Carpet as vice president, subsidiary operations, according to Samuel H. Silver, firm president.

Charles Lucia joins Arrigoni Computer Graphics as vice president, marketing and sales.

Louise M. Russell (shown) joins Arc-Com Fabrics as fabric designer and stylist.

Bobrow/Thomas and Assoc., Westwood, Calif.-based architecture and planning firm, appoints **Patricia Ford** (shown) interior designer.



700 series

PRODUCT PROFILE 1

Solid solutions designed by Michael Stewart. A modular, light-weight concrete system for public spaces, 700 Series offers stackable 30" square and quarter-circle bases in grey or beige, sand-blasted aggregate. Furnishing components include seating, tables, planters, display cases, directories, waste and ash units.

APPLICATION 2

700 Series has been specified for a wide range of architectural projects. Client uses include substantial installations in reception and lobby areas, museums and galleries, malls and concourses, transportation and institutional lounges, atriums and landscaped areas.

AMBIANT 3

Showrooms: The Merchandise Mart, Suite 861, Chicago. Sales representatives in all major North American cities. For product or regional representation information, write or phone: 76 Richmond Street East, Toronto, Canada, M5C 1P1. (416) 863-0863.

Ambiant

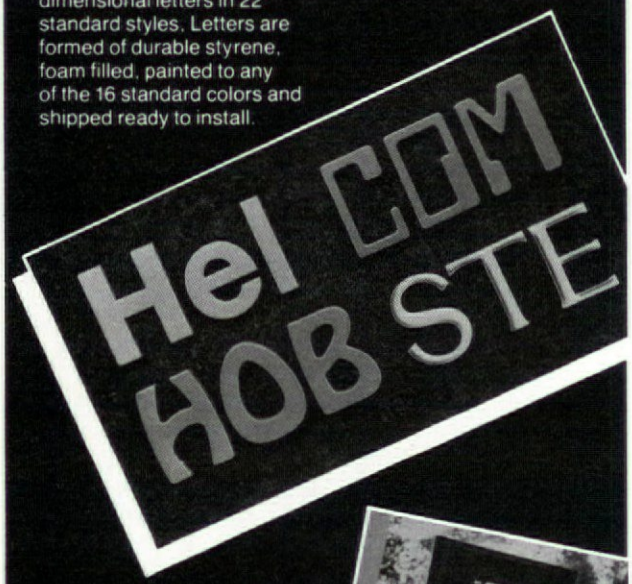
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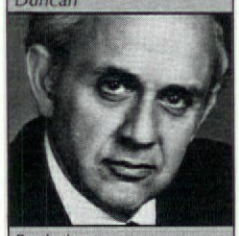
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PEOPLE/NEWS



Duncan



Beylerian

Ed Duncan (shown) was recently named marketing manager, commercial and contract markets for Wilsonart, manufacturer of laminate products.

George Beylerian (shown) joins Fixtures Furniture as marketing consultant for the firm.

GF Business Equipment announces two recent management changes. **Ronald R. Anderson** is now president, chief executive officer, and chairman of the board. **Richard S. Strong** was appointed senior vice president, marketing and sales.

Installations Inc. is a newly formed New England furniture management source. Located at 2 Burlington Woods Dr., Burlington Mass., facilities abut with New England Furniture Distributors and Corporate Furniture showrooms.

Ben Elfman & Son Inc. has been named the exclusive distributor in New England for four new fabrics from Burlington Industries. All four lines will be distributed under Omni Commercial Carpets, the firm's private label.

Justin Grosso and **Lois Schmidt**, CONDI representatives, have relocated to 200 W. 57th St., Suite 410, New York.

Scalamandre will join **E.C. Dickson Inc.** and **Walter Lee Culp** as the first tenants to occupy 1505 Oak Lawn, the first building in Dallas' new Decorative Center District being developed by the Dallas Market Center.

Catawba Valley Technical College and **Lenior-Rhyne College**, Hickory, N.C. are offering a new furniture design degree program in conjunction with the **Kendall School of Design,** Grand Rapids, Mich. Beginning with fall, 1982, students may study for two years at either North Carolina school and transfer to Kendall for the remaining two years to complete the four-year bachelor of fine arts program.

Arconas Corp. names **W.M. Rutledge** general sales manager, Canada and **George Tanier** general sales manager, USA.



Morton Marks



David Marks

Contract Furnishings & Systems Ltd. relocated its New York office to the Hammacher-Schlemmer Bldg., 145 E. 57th St. The firm now occupies 8,000 sq. ft. of space on the building's ninth and tenth floors.

Morton Marks, Jr. (shown) was named president, Morton Marks & Sons Inc., Richmond, Va. He succeeds **Herbert S. Marks** who continues as director and consultant of the office furnishings and design firm. **David M. Marks** (shown) was elected vice president.

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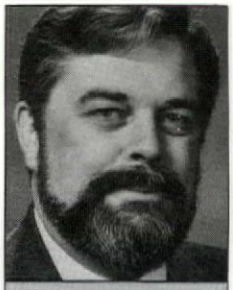
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PEOPLE/NEWS



Morgan



O'Reilly

Richard Morgan (shown), formerly manager, client relations, was named vice president in charge of marketing for Spec'built.

The Wool Bureau appointed **Rita T. O'Reilly** (shown) marketing representative, carpets, for importers and decorative supply houses. This new department will be located in the Bureau's 360 Lexington Ave., New York office.

Anthony T. Romeo is new director, business development for Swanke Hayden Connell Architects. Romeo will be responsible for initiation, development, and supervision of business marketing programs conducted by the firm's New York office.

Ken Smith was appointed Howe district sales manager serving Howe Furniture clients in Long Island and Westchester, N.Y. as well as Fairfield County, Conn.

Monel Contract Furniture Inc., importer of contemporary designer furniture has entered the contract/residential market, according to its owner **George Borsy.** Offerings include furnishings from Austria, Germany, and Switzerland.

Monsanto Textiles Co. has purchased Kuster multi-color foam dye capability to add to its one-meter width continuous dye unit currently in operation. The system will be based at the firm's Decatur, Ala., facilities.

Anderson Desk Co. appoints **William O. Lucy** vice president, marketing. He will direct the firm's marketing/sales program.

Donghia Textiles announces its recently named New York showroom manager **Patricia Silver** and contract sales associate **Karen DeMarco.**



Brandt



Bottone

Hellmuth, Obata & Kassabaum named **Roslyn Singer Brandt** (shown) senior principal. She will continue to carry out her responsibilities as managing director of the firm's New York Interiors Group.

John Bottone (shown) is new vice president of John Stuart International's contract sales division.

Neville Lewis Assoc. recently relocated to a larger facility in the Pacific Place Bldg., Dallas. Effective with relocation were three new management assignments. **Mary Holman Johnson** joins the firm as associate and director of design. **Dennis L. Luge** was appointed associate and project director. **Michael D. Zeman** was named associate and director of marketing for the firm.

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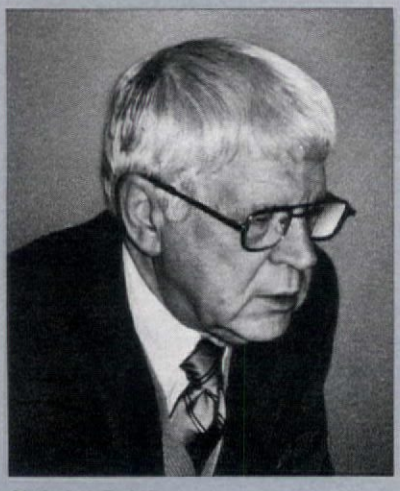
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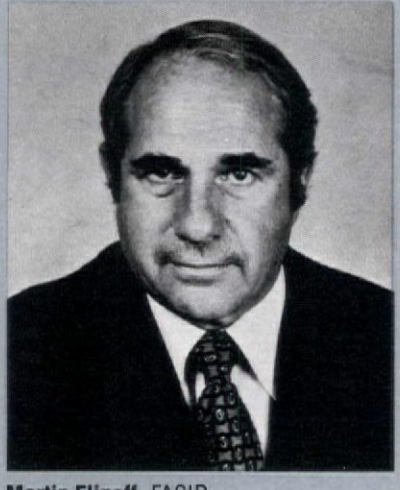
to recognize and commend achievements of American Interior Designers in 1982



Christian Rohlfing
Assistant Director, Emeritus
Cooper-Hewitt Museum
New York, NY



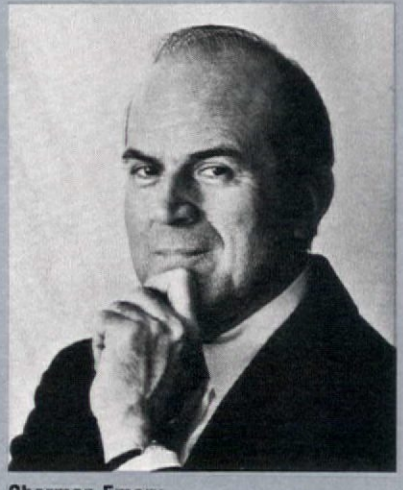
Melanie Kahane, FASID
President—The Decorators Club
Melanie Kahane Associates
New York, NY



Martin Elinoff, FASID
National President ASID
Martin Elinoff Associates
Newton Upper Falls, Mass.



John E. Herron, FIBD
National Secretary, Institute of Business Designers
C & H Design Group
Dallas, Texas



Sherman Emery
Editor, Interior Design Magazine
New York, NY

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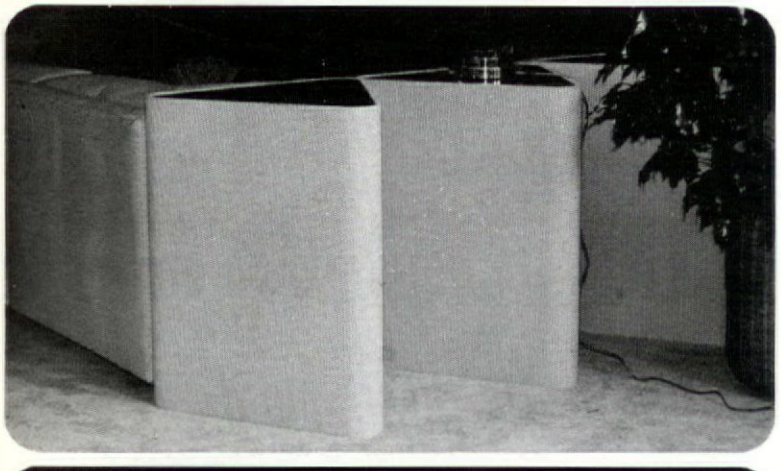
Showrooms: New York, D&D Building, 979 Third Ave. (212) 355-5587; Cleveland, 2800 Superior Ave. (216) 696-0146; Chicago, Space 6-136, Merchandise Mart; Los Angeles, Pacific Design Center; Atlanta, Boston, Cincinnati, Dallas, Denver, Detroit, Hawaii, Miami, Minneapolis, Philadelphia, Phoenix, San Francisco, St. Louis, Toronto, Vancouver.

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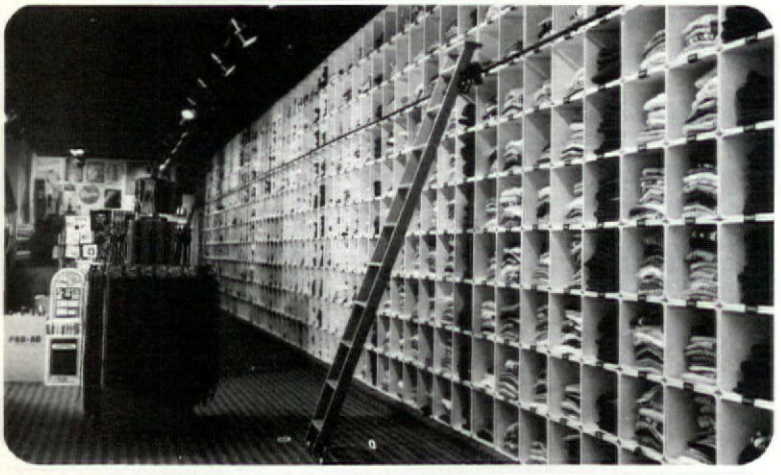
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COMING EVENTS

December 8-9. Business-Expo. Dallas Convention Center, Dallas.

December 9-10. Corporate Design Management. Marriott Long Wharf, Boston.

1983

January 9-14. Winter Lighting/Accessories Market. Lighting/Accessories Market Center, 230 Fifth Ave. New York.

January 12-16. Heimtextil. International Trade Show for Home and Household Textiles. Frankfurt Fairgrounds, Frankfurt, West Germany.

January 13-17. International Furniture Exhibition. Exhibition Park at Porte de Versailles, France.

February 19-20. Office Systems Research Association Second Annual Research Conference. Bellevue-Stratford Hotel, Philadelphia.

February 21-23. Office Automation Conference, Philadelphia Convention Center, Philadelphia.

February 25-28. American Association of School Administrators Show. Atlantic City, N.J.

March 3-5. Condes. Dallas Market Center, Dallas.

March 14-17. Federal Office Systems Expo. Washington Convention Center, Washington, D.C.

March 17-19. West Week. Pacific Design Center, Los Angeles.

April 14-17. International Show for K.D. Furniture. Le Bourget, Paris, France.

April 25-27. Lighting World II. New York Hilton, New York.

May 1-5. Saudi Business '83, al-Dhiafa Exhibition Center, Riyadh, Saudi Arabia.

May 4-8. Scandinavian Furniture Fair 1983. Bella Center.

May 16-19. National Computer Conference. Anaheim & Disneyland Hotel Convention Centers, Anaheim, Calif.

June 8-10. A/E Systems '83. Electronic Design & Architectural Drafting Equipment Exhibition. Market Hall, Dallas.

June 14-17. NEOCON 15. National Exposition of Contract Interior Furnishings. Merchandise Mart, Chicago.

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Glass and stainless steel escalator bank in curvilinear form is the focal point and major vertical access in Macy's Stamford, Conn., department store. Centered in a broad aisle, the bank anchors mall-style esplanade design.



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Shrinking Retail Market Demands Profit-Making Design Strategy

Planners discuss cost-cutting, space-maximizing techniques that increase store revenues in a tightening economy

by **KATHERINE FORMAN**
Associate Editor

The recent economic crunch has forced store owners to tighten their belts, making the sprawling, 200,000- to 300,000-sq.-ft. retail outlet a thing of the past. Today, retail design opportunities are found in renovation of large stores for more efficient use of space and in the creation of small department stores and specialty shops, according to store planning experts.

To meet the needs of this changing market, these specialists have developed techniques that maximize display space for hot items and significantly reduce planning expenses. Among these are standardized display programs and "swing shops" which enable department stores to quickly and inexpensively expand winning displays.

Other methods include use of design prototypes that aid specialty shop owners in

Creating a mall within a department store

negotiating ideal mall leases. Through prototypes, all design elements can be prefabricated to reduce design budgets and expedite store openings.

Well-lit goods ease selection

According to six store planners interviewed, the ultimate objective of the retail designer is to improve the store's sales volume. Key to achieving this goal are strong circulation patterns that lead customers to profitable goods as well as lighting and display methods which make powerful merchandise statements within given departments or areas.

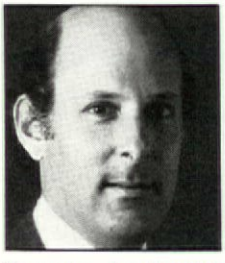
Particularly since vendors now believe in "chunking" merchandise—verticalizing displays to fit a greater assortment of goods in less space—designers must assure that planning clearly defines merchandise categories and traffic patterns. Says Matt Kroin, principal, Planned Expansion Group, White Plains, N.Y., "Consumers do not have time to browse anymore. They want to know exactly where the merchandise is and how to get there."

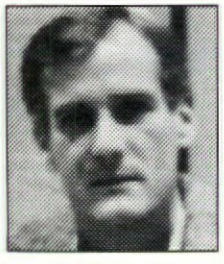
In this respect, department stores offer design advantages which are not available to specialty shop planners. Says Dominic Segrete, principal, New York planning firm, Tucci, Segrete & Rosen, "In department stores, there is a commonality of architecture the planner uses to create various department themes that link with all other areas in the store. The department store is really a collection of shops within a well-integrated, larger environment."

Department store planning is also aided by extensive research prepared by owner/operators. Jim Terrell, interior architect and principal, Hambrecht Terrell International says, "Department store executives provide reams of information pertaining to regional attitudes, income levels, shopping patterns, and merchandise mix. The store is broken down by merchandise category and every square foot is accounted for before the designer is called in. These statistics clarify who the customer is, what he wants to see, and how he will shop for the merchandise."

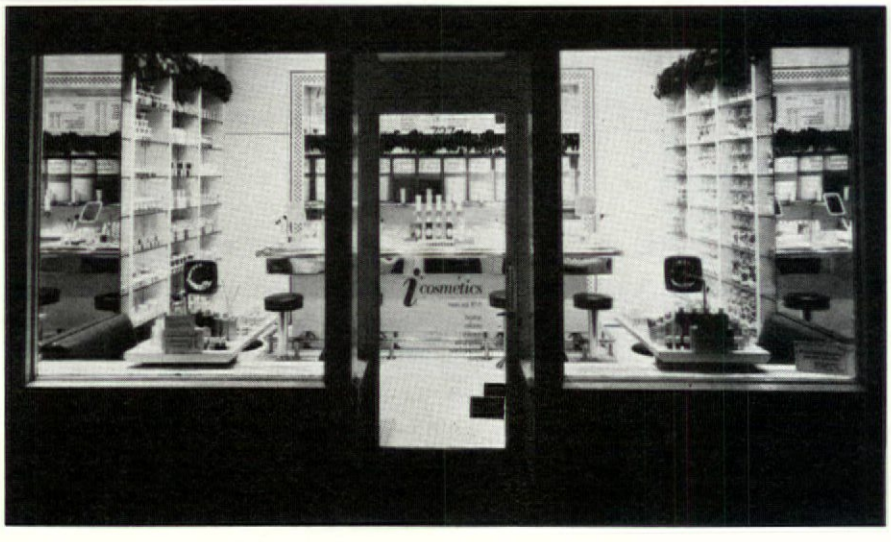
In addition to such scientific merchandising strategies, spontaneous approaches to retail design are employed by some store planners. Notes Ken Walker, principal, The Walker Group, New York, "Key to store planning is providing customers with the excitement and option to buy things they never intended to purchase. Even though the average shopper does not have much time to browse, the planner should not make it so easy to find sought-after items that there is no incentive to purchase other goods."







Prototypes developed for retail clients such as this cosmetics store (below and left) by The Walker Group "are cost-effective aids to building new stores and retrofitting old ones," notes Ken Walker, principal (above left). Says Jim Terrell, principal, Hambrecht Terrell International (above right), "A store planner should not try to squeeze design elements into a preconceived form. Rather, he must resolve merchandise, space, and store image at the same time" (opp. page).



Planning to make merchandise 'pop'

Continues Walker, "Today many retailers are looking exclusively at productivity and sales totals. Cut-backs on store size and design budgets are occurring simultaneously. However, in this economic climate, design becomes an ever more important marketing and sales tool."

As department stores scale down to 120- to 150,000 sq. ft., planners agree that retail design must become even more fine-tuned. Comments Segrete, "At one time, we created store interiors that were architectural environments—attractive for the sake of it. Now, particularly because average store size is shrinking, vendors desire planning that makes the merchandise 'pop' and offers the flexibility for constantly changing displays."

Segrete, whose firm focuses 90 percent of its planning time on store design for clients such as Bamberger's and Fortunoff, believes that neutral, removable design elements are key to this flexibility. "Dropped ceilings and drops



over aisles provide the sense of enclosure needed in individual departments without the hindrance of fixed walls. Pinpointed lighting adds drama and highlights merchandise. Yet, none of these elements inhibit the store's ability to expand displays that feature winning merchandise and increase revenues. At the same time, each area maintains its own in-depth merchandise statement," he continues.

Hambrecht Terrell International, whose clients include Saks Fifth Avenue stores across the country, developed a fixture program for Saks which maximizes display space within small boutique areas. One standard fixture is a standing slab on which completely accessorized merchandise can be displayed with face-outs on two sides.

In addition, in a recent New York Saks project, the firm created swing shops which augment more permanent displays on the store's signature sportswear floor—an area known for trendy fashion items. Featuring custom hardware and high ceilings, these shops are specifically designed for highlighted displays of winning goods that are also available elsewhere.

Says Jim Terrell, "Store design must be flexible enough to provide space that adapts to all goods in the same merchandise category. This means that coats and swimwear can be interchangeably housed in the same space with minimal design alteration. The store is there to sell. Retail planners must recognize this and give display people the flexibility to make the merchandise statements from which profits derive."

Planning for shrinking store staffs

According to Ron Pavlick, principal, Pavlick Design Team, Ft. Lauderdale, department stores are also seeking ways to reduce staff as the economy takes its toll on the retail market. In response to this challange, Pavlick now concentrates on establishing vignettes within large departments rather than on boutiques which demand more extensive sales help.

"Vignettes spotlight merchandise within a large space, providing high visibility and enabling the store to hire fewer salespeople per department," Pavlick notes. "Vistas are used to earmark traffic patterns, define blocks of space, and draw customers to displays that emphasize the most profitable goods shown in a given area."

Pavlick's firm is presently developing a book on visual techniques that can aid buyers in fully utilizing the specifier's planning concept. Says Pavlick, "A number of stores lack display practices and standards and therefore overload small areas rather than spreading merchandise throughout a department's height and depth. Overloaded departments are very intimidating to customers.

"For example, the buyer for the men's department can merchandise to 8 ft. without losing the customer's attention. By beginning with a hang rod, then facing out with a waterfall bracket, and displaying the merchandise completely accessorized on the third row of fixtures, the buyer gives the customer a

STORE DESIGN

Floor-to-ceiling 'sandwich effect' aids traffic flow



Ladies' fashion department designed by Tucci, Segrete & Rosen (above) illustrates how a sandwich effect created by similarities in floor and ceiling layouts aids traffic flow throughout a store.

total fashion concept without clutter. In addition, by telling stories with the merchandise, he gives the customer functional stimulus to buy," he continues.

Overhead reduced

Space planners agree that department stores are using various means to reduce operating costs. Thus, although the economy is sluggish, there are many stores doing better than ever.

George Endres, director of store planning for the Associated Dry Goods chain, believes that this phenomenon is based partially on the fact that many stores are now renovating in areas where sales are historically high or where competitors renovate or build branch outlets.

"Some retail developers are leasing out one floor of a multi-story store and reusing the remaining floors more efficiently. In other cases, they are casting out losing merchandise now carried by specialty shops in favor of goods for which there is high demand," he notes.

Other factors that increase store revenues include space planning based on traffic patterns within and around malls or shopping centers. Studies by Tucci, Segrete & Rosen for a department store to be built in a new mall located near an existing shopping center indicated that store traffic would increase significantly if the two centers were to connect. As a result, planners suggested building a full-width parking deck in addition to a foot bridge. Now, the parking deck leads shoppers directly to the store's entrance.

Says Jim Terrell, "Mall developers used to lease space without regard to store adjacencies and traffic flow. This is no longer true. Now, malls are carefully divided by high- and low-end merchandise. Developers know that the success of the mall as a whole is dependent on the success of every store in it. There is no way any store will do well if surrounding stores do not help draw its targeted market."

Prototypes offer quick pay-back

Matt Kroin, Planned Expansion Group, emphasizes the importance of carefully selected store location. In fact, the design prototypes he creates for numerous specialty shop owners have proven particularly effective as aids in negotiating for top mall leases.

Prototypes are based on studies that determine traffic patterns within the given mall, how the customer approaches and obtains merchandise from display fixtures, regional shopping trends, and other similar factors. Once this data is collected, planners work out a standardized fixture program which will be used in every branch the chain opens. Typically, five to 10 stores are programmed by Planned Expansion Group for a given chain each season.

Says Kroin, "We call the concept 'maximizing the cube.' We begin with fixed improvements—bathrooms, stockrooms, air conditioning and security systems, and perimeter walls—and go for the lowest cost, quality items we

can find. All design elements, including fixtures, cash-and-wrap, and reflective ceiling with integral lighting, are pre-fabricated and can be popped in and out of the shell."

Design work is fast-tracked. Pre-fabricators are given variations on width and depth so that materials can be stocked for immediate construction once a lease is finalized. According to one Planned Expansion Group client, Electronic Boutique/Games 'n' Gadgets vice president and general manager Bruce Nager, the prototype enabled the chain to open a store within 14 days from lease finalization at a savings of 15 percent per store.

"In addition," says Nager, "since they know we can open and become operative quickly, mall developers are willing to negotiate with us for the best spots." Adds Kroin, "Mall owners would be happy if everyone had long, thin stores so they could maximize the number of tenants. With the prototype, our clients find it easier to pick up more frontage."

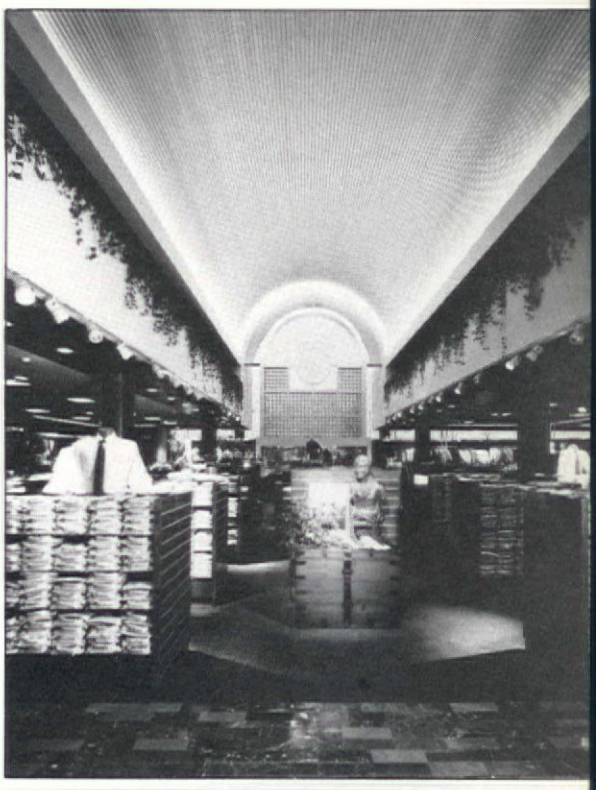
Cutting common charges

Recognized by the retail consulting firm Management Horizons as a model of self-select merchandising, Kroin's prototype concept is also effective in cutting a mall store owner's common area charges. "Retailers pay for waterfalls and other visual amenities found in malls as well as Merchants Association dues. These charges are based on the store's square footage," Kroin notes.

"With the prototype, we are often able to reduce the space required to effectively display the merchandise. One example is a client who installed a prototype store in the same mall as an exisiting store. He is now doing the same volume in one-half the space used by the store that was not planned on the prototype concept," he adds.

Specialty shops, which range from 30- to 70,000 sq. ft., tend to have a longer shelf life than department stores, according to Kroin. The initial design remains effective even though competitors open new shops over time. "Nonetheless, pre-fabrication makes it simple for the merchant to renovate because all elements can be popped out," he says. "New elements can then be ordered cost effectively."

Photo (right) shows how accessorized displays of men's clothing can stimulate customers to purchase additional items. Says Ron Pavlick, principal, Pavlick Design Team (below right), of this display. "The planner should present a total fashion concept rather than a stage set." Pre-fabricated display fixtures design by Planned Expansion Group for a video game store (below) "aid owner/operators in quickly opening new stores while effectively displaying merchandise," says Matt Kroin, principal (below left).









The Walker Group is also involved in prototype store planning. Clients range from J.C. Penney—for which the firm is now working on a 200,000-sq.-ft. prototype—to specialty shops such as Hallmark Cards and The Gap.

Says Ken Walker, "The idea is to develop a design type both for individual buildings and mall stores that the vendor can use to build new outlets cost-effectively or to retrofit existing sites. Most construction is done off-site and allows for variances in store or department size."

Not unlike Planned Expansion Group, Walker measures the effectiveness of his prototypes by installing a prototype store in the same mall as an existing store. Locations are equally good, thereby allowing shopping patterns and revenues to be fairly measured.

Says Walker, "Prototypes are best measured through sales totals. There are no results like those discovered at the cash register." □



by **RACHEL LONG**
Associate Editor

Men's furnishings department, positioned at the end of Macy's center esplanade, attracts shoppers with natural light from exterior entrance, as well as a series of merchandise display levels. Ceiling treatments further aid departmentalization.



MALL WITHIN A STORE CREATES RETAIL EFFICIENCY

A 16-ft.-wide central esplanade effectively directs customers through mall-like zoned departments of retail space

The challenge: to design a cohesive mall environment within a single store while avoiding confusion in departmental style and planning. The solution: collaboration between Macy's and CNI International Inc., New York, to incorporate a mall-like core and contrasting departments that bring high

MACY'S MALL DESIGN

Maximum departmental frontage detracts from depth

function and flexibility to retail design.

Use of such elements as a main esplanade, central bank of escalators, and merchandise "zones" at Macy's Stamford, Conn., store achieves that objective.

A 16-ft.-wide aisle paved in Italian marble and emphasized by a sculpted ceiling becomes a flowing esplanade through the store's center. The main avenue is anchored by a glistening escalator bank, complete with skylight rimmed in concentric fins to baffle sunlight. These escalators—the store's major means of vertical access—are surrounded by curvilinear glass and stainless steel.

The purpose of the central core is to draw shoppers alongside a series of merchandising zones. Strong architectural elements defining those zones also serve as "swing shops" for flexibility in displays and retail sales at key positions. Elevated sections give maximum frontage to departments, detracting from depth. That objective is the key to optimal store design.

Concept originates at Herald Square

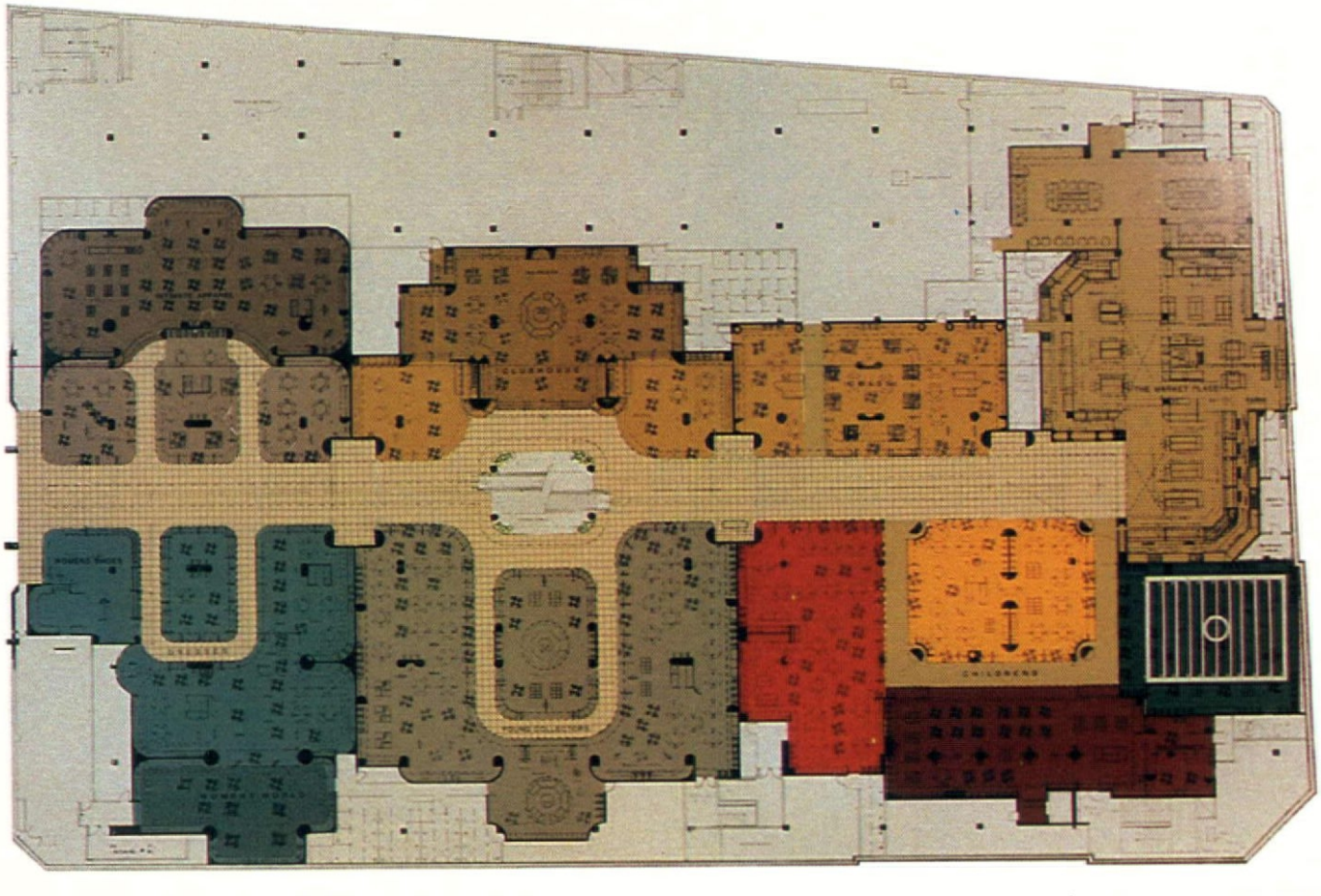
Though not all Macy's stores are identical, there is an element of consistency among branches. Stamford's departmental patterns and "mall within a store" concept, while partly the result of Macy's Herald Square redesign in New York, are also dictated by the shape of the Stamford building which is located in a downtown mall. That building was constructed according to downtown street patterns that result in an angular layout.

In order to achieve an ideal rectangular shape for positioning of departments and the central core, support facilities were placed on an angled wall and constructed to even out the building's irregular shape. Offices, stock rooms, freight elevators, and HVAC facilities are located against one long wall to narrow total floor space and departmental depth. Passenger elevators were positioned on an opposite wall so maximum emphasis could be given the escalator bank. The central esplanade and core design have proved to be the focus and heart of the Stamford store, bringing the total plan together on three levels.

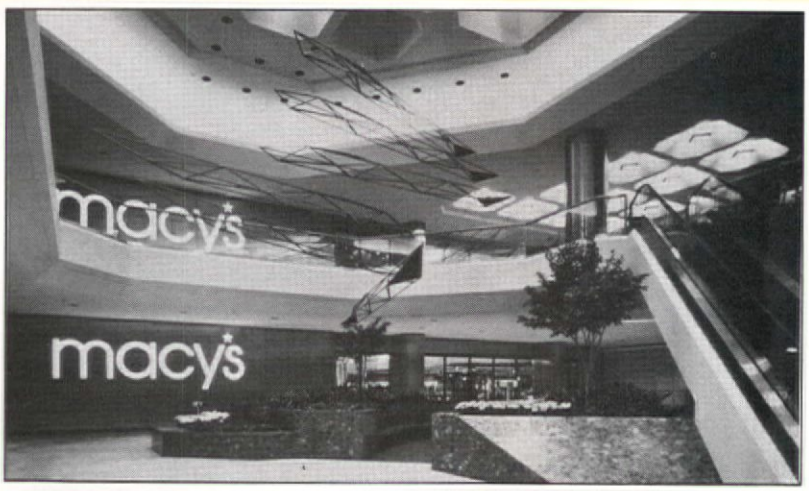
Exterior floor access varies

The top two shopping floors are marked by dramatic lighted logos at exterior mall entrances while the second level contains the only street access. Bold treatment at mall entryways attracts customers to the alcove position Macy's occupies.

Once customers are drawn inside, traffic flow is aided by the esplanade and fluorescent recessed lighting overhead. Incandescent fixtures and strong color contrast were implemented to set off departments and provide a separate









Floor plan (opp. page) clearly shows central aisle with surrounding departments color-coded. Located off the marble walkway in hues of seafoam green is the shoe department (above). Curved ceiling treatments and lighting differentiation aids traffic flow throughout store. Mall entrance (top, left) on two levels is marked by bold graphics and angular configuration for visibility. Maximum departmental frontage is achieved by stepping up platforms in many areas (below, left).

MACY'S MALL DESIGN

Zoned space requires difference in colors, textures

look from aisle space. Carpet and wall colors, as well as materials and treatments, differ according to sales areas and offer a statement of merchandise uniqueness.

As an example of this merchandising technique, the Clubhouse designer apparel shop for women features grained wood, upholstered walls, and beige pin-dot carpet that achieve a sophisticated tone.

A more trendy look was suitable for the Young Collector department where lacquered walls, stainless steel, and sculpted, valanced ceilings provide an upbeat setting. Other distinctive color and design treatments that serve to set off departments include the following:

- Sea-foam green color applied in the shoe department.
- Rose hues specified for the intimate apparel area.
- Wood paths that criss-cross carpeted areas of yellow, red, green, and sand, defining children's wear.
- Glass and stainless steel cases which ring the center core on the second level to mark cosmetic, accessory, and jewelry sections.
- Angled ceiling lighting that sets apart the junior section, also on the second level, where mauve carpeting and wood walkways define the area.
- Bleached teak floor, mahogany architectural detailing, and mirrored columns in the moderately priced women's shop.

Men's World set apart by color, materials

A large men's section incorporates all styles of men's wear, an unusual combination of departments within one zone. Here, decor ranges from the cognac-colored lacquer walls and carpeting of a shirt section to high-gloss white lacquer and mirror in the Action Shop for young men. Ceiling beams and a raised platform achieve compartmentalization for the wide variety of men's furnishings shown. An exterior street entrance is located at platform level and natural lighting serves as a backdrop for the men's department setting.

Accessible by escalator only are first floor areas for





Curved forms once again route consumers through retail space (right). Marble flooring was chosen for richness and durability in aisle spaces. Expanse of mall-like espanade is detailed around escalator bank (above). Carpeted areas mark departments.

Photos by Marvin Rand



furniture, floorcoverings, domestics, housewares, linens, bedding, and home entertainment/electronics which are dispersed around aisles of glazed white ceramic tile and lacquered white enamel ceilings. Channeled lighting plays up the contrast of whites to warmer tones of gray, terra cotta, rust, and charcoal that define departments.

Utilization of color and structural detail to distinguish departments lessens the need for signage. Visual effects are foremost in merchandising displays. In addition, aisles lead consumers through the store in an orderly progression so little directional signage is required. In theory, according to CNI, well-defined departments do not require signage other than strategically placed directories for identification and location.

Architectural commitment made

Due to the nature of zoned design, shopfront displays, and market-type space, commitment had to be made to permanent architectural and structural elements. Walls were built to divide space and feature individual groups of products according to Macy's merchandising scheme.

Helping to draw customers to departments which are furthest from mall entrances are a skylight above the third floor Marketplace area and corresponding shopfronts for food displays, as well as the exterior entrance in the men's department on the level below.

Shopfront facades of the Marketplace differentiate perishables sections from traditional drygoods retailing space. Using a French country motif, the marketplace features a restaurant with European flair and a complementary leaded glass skylight. Ceramic tile along with wood trim gives the area a warm, kitchen-like atmosphere.

Various display treatments were given wall space both in the Marketplace and throughout the store. Bin displays are among the most common and colorful. Glass, mirror, and stainless steel add interest and sparkle in many areas. Maintenance considerations were a high priority when choosing such treatments; broad bases beneath mirrors were specified to prevent breakage. Wood flooring next to the receiving docks provides an easy-care surface in an area of heavy traffic. In terms of importance, maintenance was pitted against esthetic qualities in this store, however, esthetics were never sacrificed for the former. □

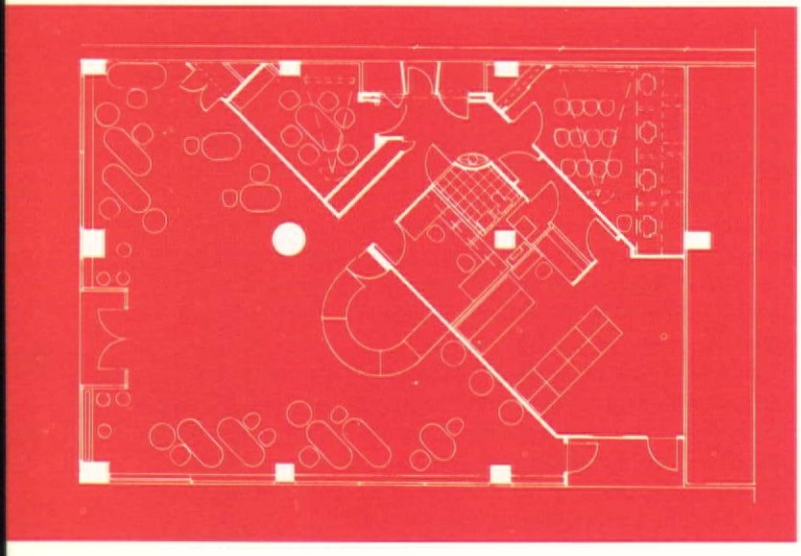
SOURCES

Store planning/design—Macy's: Joseph Cicio, senior vice president, visual merchandising. CNI International Inc.: Lawrence J. Israel, principal; Andre Ruellan, vice president in charge; Errol Minto, project coordinator.

Showcases and back islands—William Bloom & Son. **Refrigerated fixtures**—Royal Store Fixture. **Custom Woodwork, escalator installation**—H.B.S.A., Crafted Cabinets, Modern Woodcraft. **Lighting**—Indy Lighting. **Ceilings**—Simplex Ceiling, Roberts Drywall. **Carpet**—Harmony Carpets. **Carpet, wood, marble, tile installation**—I.F.I. **Wood flooring**—Design Wood Flooring Center. **Tile flooring, walls**—Furstenberg & Co. Inc., American Olean. **Wallcoverings**—Wolf Gordon, Rancocas, Sunar, Circle Fabrics, Vice Versa div. Donghia, Jack Lenor Larsen, Willow Tex Inc., Lee Jofa, Makris Rolon Assoc., Lazarus Fabrics, Clarence House, Brunschwig & Fils, ID International, Knoll Textiles, Papiers Textiles, Laue Wallcovering. **Painting**—Fromkin Brothers. **Marble**—Associated Marble. **Curved glass**—Laminated Glass. **Stock shelving**—MEG.

RETAIL ELECTRONICS STORES DEMAND SPECIAL PLANNING

IBM Product Center prototype mixes display & demonstration areas in a new merchandising scheme



Groundplan of 521 Fifth Avenue electronics center details product display and demonstration areas. Branch provides amenities of "the corner store" to electronic systems buyers who can explore merchandise first-hand in a retail environment. The Switzer Group, New York space planners, created centers according to IBM color and furnishings specs. Shown at right are some of designers' custom touches, including polished stainless steel column.

Office computer and electronic retail stores are spreading as they employ their own merchandising strategies needed to attract today's new breed of business consumer.

Managers and executives seeking immediate access to product and service can now walk in off the street to electronic environments that offer the same amenities of convenience found in the "corner store." Indeed, electronic product centers offer serious buyers hands-on demonstrations of equipment while providing merchandise displays for the browser that educate—rather than intimidate.

At a typical IBM Product Center, the concept of letting customers explore merchandise and experience equipment first-hand is realized in an exciting design prototype environment specified by the client and executed by the Switzer Group, New York space planners.

Product development dictated approach

Explains Lou Switzer, principal, "IBM provided us with a 'program' of equipment to be displayed in the space, along with specs for a complete finishing package." The Switzer team then implemented design criteria at the 521 Fifth Avenue center (depicted on these pages) and is currently completing interior work at two other New York City sites—590 Madison Avenue and 90 Broad Street.

Originally, the product centers were conceived to handle typewriter and small copier merchandise only. However, rapid expansion of IBM's business computer and electronic workstation lines demanded a change in store concept to reflect the new product mix. Currently, one-third of each center's floor inventory consists of display typewriters and related componentry, while the balance encompasses



Photos by Mark Ross



personal computers, small computer systems, and copiers.

"Previously," notes Switzer, "customers ordered IBM equipment through branch sales offices on a regional basis. However, a need was determined to serve clients more effectively through a diversified distribution network, offering on-the-premises store stock backed up by local warehousing."

At 521 Fifth Avenue, street level traffic is directed either right (for computer displays) or left (for typewriter merchandise). Each area is served by an equal number of salespeople. Directly in front of customers upon entering, is a cashier.

Approximately one-half of the 3,000-sq.-ft. branch is devoted to product display and one-half to demonstration modules, offices, and storage. Display areas feature prominent signage and furniture "pods" specified by IBM. Striking red coloration contrasts with white walls and ceilings. Dominant design elements include a polished stainless steel column and curved plastic laminate and glass selling counter. The latter is signalled by a soffit above.

Basic incandescent lighting is complemented by light-track highlights which spot signs and products in the display.

Two new sites for IBM centers on Madison and Broad streets each encompass approximately 6,000 sq. ft.—two times the size of the original Fifth Avenue branch. "That's because the merchandise concept in our first prototype has been well-accepted by the public," notes Switzer.

These branches feature acoustical walls that wrap demonstration spaces, permitting multiple, simultaneous sessions with a number of customers. In addition, glass-walled fronts to demonstration areas allow customers to view activity within.

At 590 Madison, the former site of a bank, the center will be divided on three floors—the main level features product displays, the mezzanine has demonstration areas, and the basement is used for storage.

Some 30 more IBM product centers are planned nationwide. Site selection, lease administration, and marketing divisions of IBM are responsible for choosing locations and determining product mix. □

SOURCES

Carpeting—Patrick Carpet Mills. **Lighting**—Lightolier track lighting; Kurt Versen, downlights; National, parabolic. **Millwork**—Hinzman & Co. **Metal Column Enclosures**—Pittcon. **Flooring**—American Olean, Armstrong. **Wall Finishes**—Benjamin Moore. **Signage**—Unistrut, Paul Rand.

Interior Design—The Switzer Group. **General Contractor**—Ambassador Construction.

FAST-TRACK PROGRAM BUILDS 45

Sears takes the running around out of shopping around in electronics centers for consumers



Merchandise displayed by "visual strike zone," circulation pattern, and a tri-level signage program has launched nearly 45 Sears Business System centers in a fast-track nationwide program begun in fall, 1981.

Since then, the average 3,000-sq.-ft. centers have fulfilled their objective: to create a separate shopping center for small businesses in primarily suburban locations. Complementing product displays of brand-name computers, software, typewriters, word processors, printers, desktop copiers, and supplies, are learning center environments that represent 10 percent of floor area.

Designed to "take the running around out of shopping around," the Sears centers provide product groupings that signal store purpose to customers while making a strong statement about merchandise assortments.

Fast-tracking ideal for prototype

The Sears Business System Center represents a new concept in retailing and site selection for the company. In launching the program, Sears chose to move quickly, using outside experts to manage the process from creation through installation.

Design of a modular store interior which could be manufactured in quantity, easily adjusted to fit different site conditions, and installed in a week became Sears' project goal.

Turn-key implementation that brought together design, conceptual graphics, architecture, general contracting, and fixtures was supplied by Amstore, Muskegon, Mich. Five prototype stores using modular interiors were completed in six months.

The components were engineered to be flexible in being able to duplicate the design for different store sites and sizes, while still permitting quantity production to reduce cost and provide consistently high quality.

From the beginning of the design phase through applications engineering and prototype production, 57 days elapsed before the first, full-scale, 2,000-sq.-ft. prototype was assembled. Planners and engineers analyzed the prototype through value analysis—the process of reducing specific component cost while maintaining quality. A second value analysis reviewed the prototype after it was merchandised. Further changes were made to improve cost effectiveness, maintain quality of individual components, and reduce installation time. These changes were incorporated in the original five prototype stores manufactured for installation in Chicago, Dallas, and Boston.

As project manager, Amstore used both in-house and consultant design services. Management Horizons, Columbus, Oh., designed and built the first prototype in Chicago, followed by the five test stores.

Considering both merchandise and customer, then design and layout, Jim Russ, Management Horizons, says, "Circulation and access to key areas is of primary importance in this environment. Traffic patterns and the generation of 'visual strike zones' direct customer attention to where you want it."

Layout of the centers offers linear presentation of calculators, communication devices, and typewriters, providing immediate identification of specific prod-

SEARS BUSINESS SYSTEM CENTERS



ucts and available assortments. In addition, Ruess planned five large computer workstations, each accommodating two or more people for demonstrations.

Learning centers in enclosed spaces are an extension of workstation areas and are visible from the selling floor to reinforce the idea that learning is available as an integral part of the system.

Finally, to support the overall selling process, an interview/closing area is strategically located in the design plan.

Uses tri-level signage

The overall navy- and camel-colored environment incorporates a lighting plan that highlights merchandise through low-brightness fluorescent fixtures. Recessed spot lights are used to focus on key presentations and tri-level graphics.

The latter are aids to customers, familiarizing them with new product applications. Each center uses graphics in product classification, where locators delineate sections in white letters on a navy light cornice 84-in. high. In addition, a middle visual level at 48 in. employs graphics to identify products in frame-less plexiglass immediately above product assortments. Here, detailed product information tells the customer what products can do.

On the lower level, at approximately 32 in., graphics are used to outline unique features of a particular piece of equipment, such as capacity of numbers to be stored, digits per number, or automatic re-dial. At this level, pricing is indicated.

The three levels help customers find, identify, and select a product with minimal help from sales staff.

Installation of each center begins with unloading of modular components. Five days later, the store is ready to merchandise. Speed of installation and uniform appearance comes from free-standing modular walls and fixtures.

Although each site is different, the Sears Business System centers all look the same from location to location; modularity carries out a central theme. □





Photos by Nick Merrick, Hedrich-Blessing

Merchandise displays complement learning center environments at Sears Business Systems centers. Tri-level signage program (above, top) and workstation demo space (above) are part of fast-track design module successfully repeated in 45 branches nationwide within the past 18 months.

SOURCES

Workstations, moveable walls, fixtures—Amstore. **Carpet**—Comucarpet, United Technical Products. **Laminates**—Wilsonart, Homapal. **Workstation wallcovering**—Queen Guard, Columbus Coated Fabrics. **Lighting**—Lightolier. **Desks, chairs**—Steelcase. **Folding Tables**—Howe. **Soft seating**—Condi.

HIGH-TECH ON A LOW BUDGET

L.A. designer subcontracts showroom construction for ⅓ outside estimate

By using subcontractors and innovative high-tech furnishings, the owner of Eclipse/L'Americaine, California Mart showroom, Los Angeles, saved two-thirds the estimated cost and construction time from the building's original bid.

Explains David Plummer, president, Eclipse, "Bids we received from mart building contractors equalled $300,000 over an eight-month construction timetable. We did the job for $130,000 in just under three months."

The California Mart consists of 2,000 showrooms which vie for the attention of fashion clothing buyers. To attract this audience, the two-story, high-tech showroom of Eclipse uses industrial materials in its 3.800-sq.-ft. interior.

In addition, the showroom answers a central company need: to circumvent the inefficiency of distributing junior sportswear through an extensive sales force. "We've succeeded in the showroom concept beyond my expectations," notes Plummer.

Working with a team of young, innovative subcontractors, Plummer began by conceiving of the space as a stage. His original design concept was to start with absence of color, much the same way a stage designer starts with dark, empty space. He then carved out the space with light to make the clothing line the focal point of color.

The result is an environment of richly varied grays, gleaming steel and aluminum, charcoal gray walls and rugs. Industrial materials are used with





Gray palette of Eclipse showroom, depicted on these pages, plays up merchandise color. Industrial, high-tech decor was created from unusual materials, including corrugated drain pipes and galvanized garage doors. Monochromatic environment is offset by gleaming steel and aluminum furnishings.

imagination, underscoring esthetics and utility. Primary elements of the space include rounded shapes and horizontal lines found in rows of steel ceiling pipes. This pattern is repeated in channel quilting of light gray cotton hopsacking seating units, as well as in tubular racks and brackets.

The only angular piece in the showroom is a custom-made, 8-ft.-high, stacked sound system made of polished aluminum.

Says Plummer, "Since we sell women's apparel, I thought that rounded shapes and curved lines were a more appropriate setting than the usual harsh lines of high tech. I also find that rounded horizontal lines produce a restful, soothing effect which is important in softening the hectic atmosphere of a showroom."

While the use of a gray palette projects serenity, it has another purpose as well. "Room color," says Plummer, "can distort and diffuse the color of a garment. The same is true of sunlight and fluorescent light." Thus, lighting is provided by hanging industrial lamps with mesh-covered incandescent bulbs, carefully placed to spotlight chosen seating areas.

Privacy without partitions

Design features are also used as space dividers, making each selling space a separately controlled environment. Selling "stations" have their own rheostats for light, climate control, ventilation, and sound system. Stations are supplied with "explosive atmosphere" telephones, usually used in dynamite factories. They serve as conversation tools,



ECLIPSE/L'AMERICAINE

Futuristic whimsey dominates space

allowing several groups of buyers to work at once without hearing each other.

Another space divider is a serpentine screen that bisects the showroom diagonally. It is constructed out of corrugated drain pipes cut into thirds. The curves make it possible to show two groups of the line at once. The screen's dramatic sculptural quality is heightened by a Plummer-designed neon sculpture that hangs above it which echoes the screen's sinuous curves.

The screen provides a background for a reception table that features a tromp l'oeil tablecloth of galvanized steel—so convincing that it has to be touched to be believed. This whimsey is counterpointed by an exposed telephone switchboard, mounted on tinted plexiglass and framed in neon.

Another visual statement is made by a descending stairway to the left of the reception area. Reminiscent of a ship's ladder with turn buckles, wires, and tubular balustrade, it is entirely made of gleaming steel.

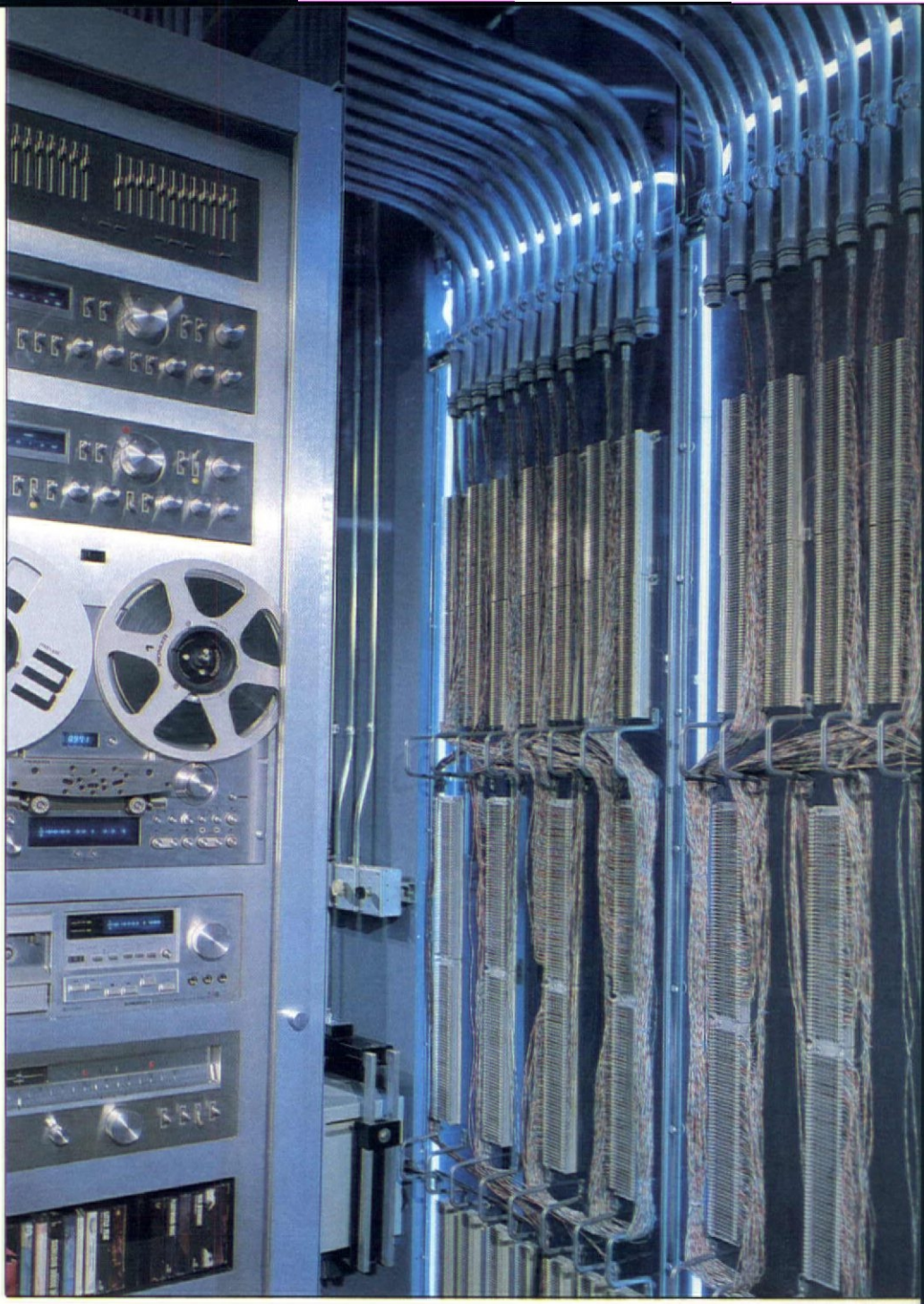
Two floors, two price points

Besides adding drama and the interest of a multi-level space, the showroom's two-floor concept has a practical side. It allows Eclipse/L'Americaine to have showrooms on two floors: the eleventh floor which features better sportswear and the twelfth level that includes moderately-priced junior clothes—the firm's two price points.

The bottom floor has its own entrance through a roll-up galvanized steel garage door, identical to the one on the floor above. A lower-level camera and light-trip notify the receptionist on the second floor that a customer has entered. This allows for centralized reception and higher efficiency.

Mirrors, stainless steel and polished aluminum doors, cactus plants, and humorous soft sculpture dolls in overalls and hard hats are among the elements that give the showroom its unique, personalized quality.

The sense of personalized space is apparent in Plummer's own office. In marked contrast to the showroom area, it is flooded with natural light and filled with personal treasures. A central piece is a custom-made roll-top desk, specially constructed for working while standing. The office is presided over by a life-size-doll, complete with roll-down stockings and sensible shoes. "She's been with me for five years," says Plummer "and everyone who enters the showroom wants to buy her." □



Team of young subcontractors created serpentine steel screen and two-level steel stairwell (opp. page). The latter is reminiscent of ship's ladder with turn buckles and tubular balustrade. Exposed telephone switchboard and sound system (above) are conversation pieces that entertain showroom visitors. Design elements serve as space dividers, separating selling space environments.

SOURCES

Sofas—Townecraft. **Telephones**—"High Tech," Pacific Telephone Co. **Neon**—Albert Neon. **Steel work**—Apparel Rack Systems. **Electrical & display racks**—James M. Clinton. **Stereo system**—Peter Christian. **Galvanized reception desk**—John Dickenson. **Garage doors**—Cookson. **Carpets**—Dupont. **Floorcovering**—Lino City, Mondo.

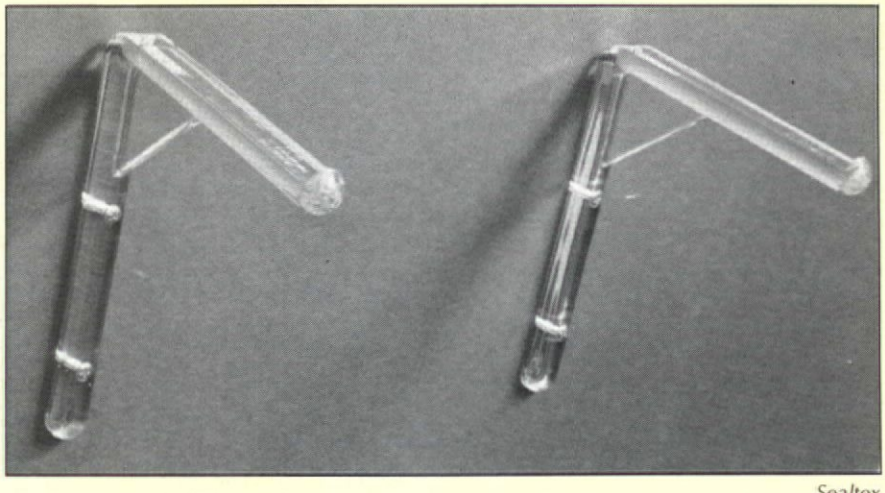
Project manager—Peter Christian.

STORE FIXTURES REFLECT

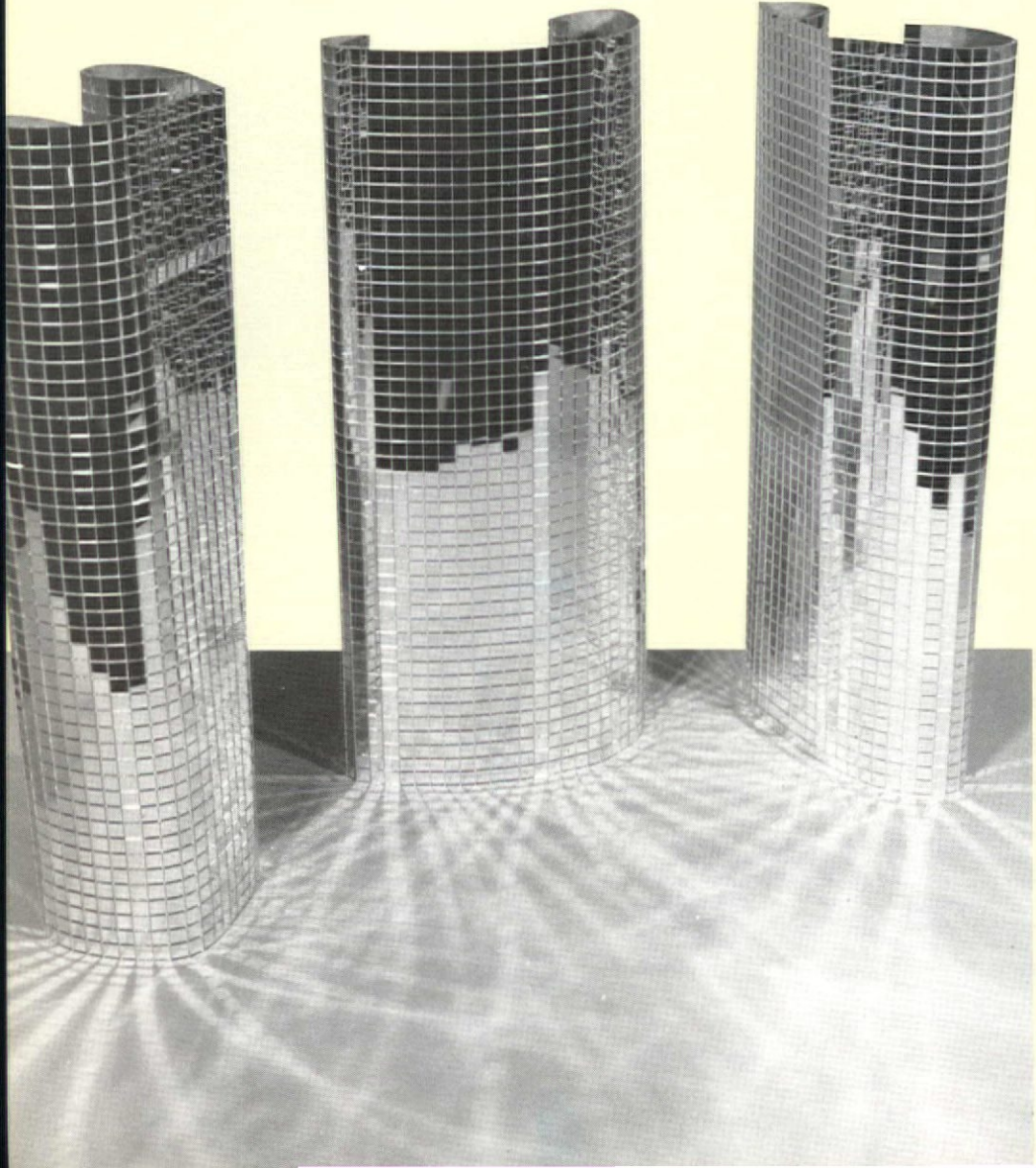
Plexiglass & chrome rate high as fixture finishes to attract consumers & create glittering displays

Sealtex Co.—SB 6.5 clear molded acrylic shelf bracket suits a variety of display needs. Plastic or glass shelving may be suspended and joined shelving is made possible by the ¾-in. bracket size. Firm also manufactures ceiling brackets. **Circle No. 225.**

Precision Industries Inc.—Glass mirror stretch fabric fits forms and surfaces for displays and fixtures. Offered in ½- or 1-in. squares on two standard sheet sizes, material may be cut to fit any area. Product name is "Flex-Mirro-Sheet." **Circle No. 226.**



Sealtex



Allied Trend System Inc.—Pyramid-shaped fixture presents a wide variety of design options. Various connectors provide two- and three-way corners and extruded bar configuration is grooved for panel inserts or signage. Made of anodized aluminum, "Prisma" fixture is finished in bronze. **Circle No. 224.**

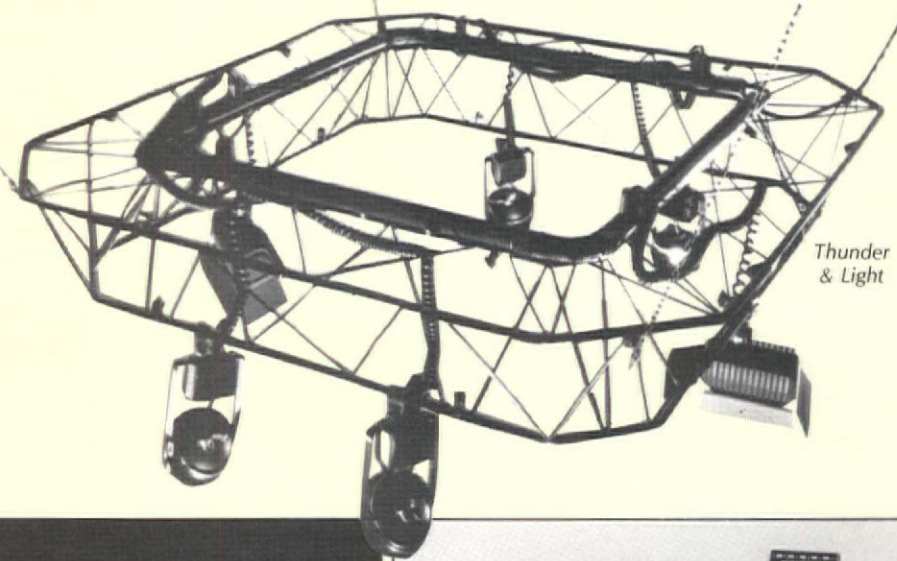
Counterbalance—Metal or plexiglass are offered for countertop fixtures. Available in round and geometric shapes, units display a variety of merchandise in attractive fashion. Firm is a division of D&S Industries. **Circle No. 223.**

Peter Pepper Products—"Newline" modular component system of aluminum extrusions is connected with spherical corners. Interfaced with surfaces and panels of wood, glass, and plastics, system includes display tables, showcases, and fixtures for store design. Units are available in natural, duranodic, or black aluminum. **Circle No. 218.**

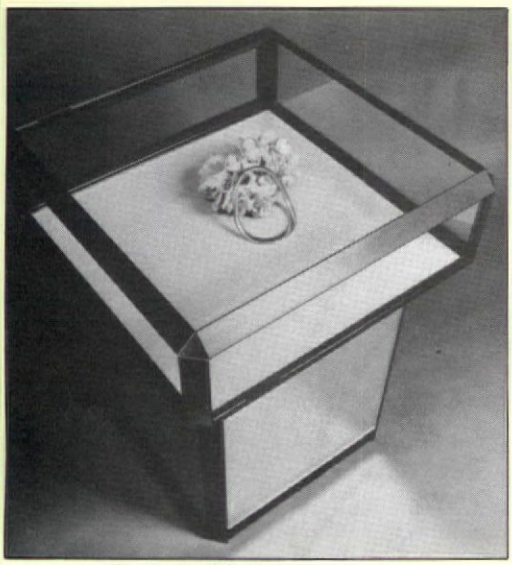
Precision Industries

HIGH-STYLE IMAGE

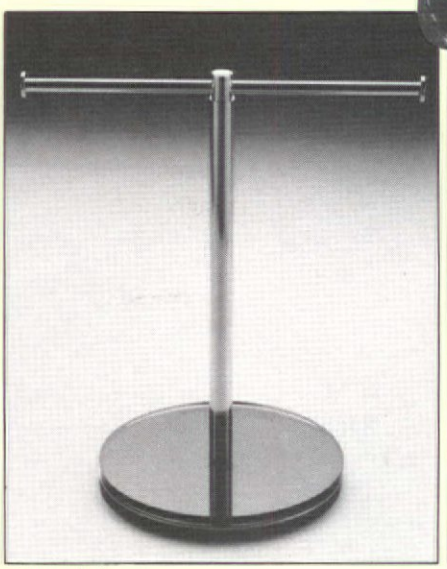
Thunder & Light—Network of steel frames holds single- and four-circuit track lights in clip-on style. Each triangular section measures 10-in. diameter. Unit is easily painted to specification, assembled, and suspended. **Circle No. 282.**



Thunder & Light



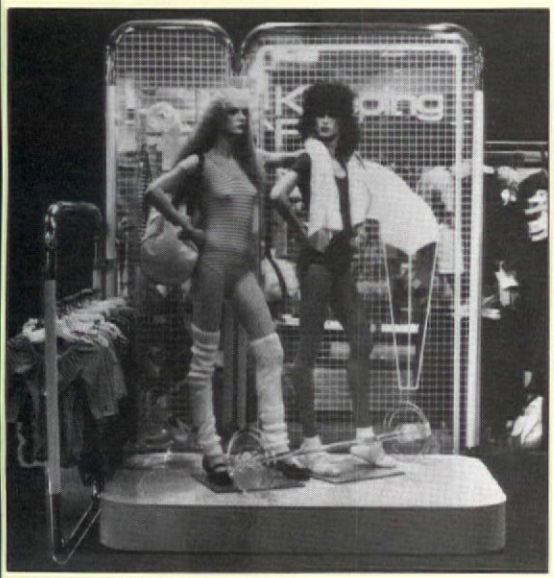
Allied Trend System



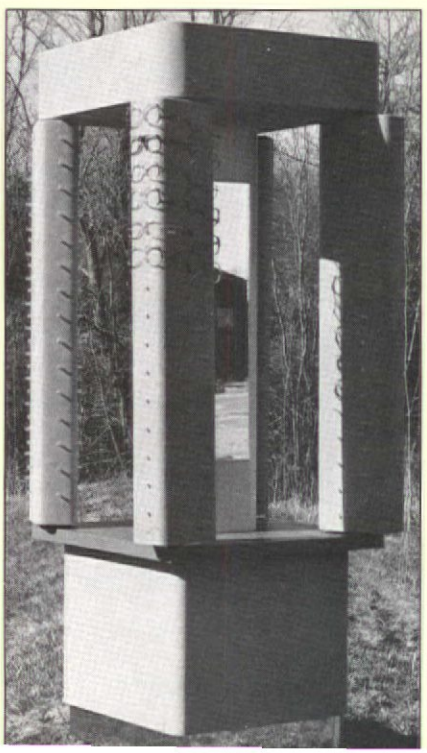
Counterbalance



Peter Pepper Products



Unicube



Cubicon

Unicube Corp.—White vertical panels and modular mirror chrome frames form a freestanding boutique display as shown in application at Abraham & Straus. Flexibility through changing merchandise and display techniques is built-in. **Circle No. 219.**

Cubicon Corp.—Eyeglass frame display unit has revolving columns wrapped in fabric that hold up to 30 frames. Four display columns on a freestanding pedestal shown here is one of many custom applications. **Circle No. 222.**

STORE FIXTURES

Hanging problems solved with hooks & brackets

Kenlin—Uni-look corner bracket component fits tubular fixtures and displays. Unit fits standard tubing and comes in chrome or raw finish. Complete details and specifications are available upon request. **Circle No. 216.**

Indiana Cash Drawer—Line of electronic, interfacing cash drawers, offered in a range of colors and sizes, is designed for use as computer bases. Units are constructed of wood to eliminate static problems. Color brochure shows application possibilities. **Circle No. 217.**

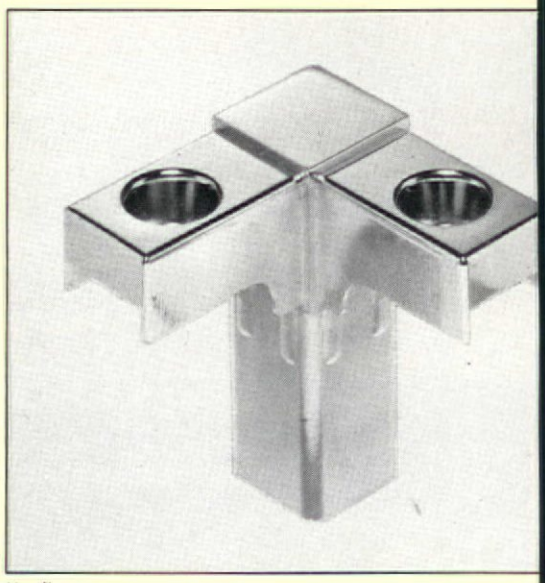
Abstracta Structures Inc.—Curved and hexagon tubes and connectors come in chrome, brass, or copper plate. High-gloss colors of red, black, and white are also available. Unit measures 10-ft. high by 28-in. wide by 1-ft. deep. Shipped KD, 10 glass shelves are included. **Circle No. 215.**

Calaf Fabrics—Calhook™ hanging device solves space problems in store planning. Hooks and bars are wall-mounted to suit many merchandising applications. **Circle No. 228.**

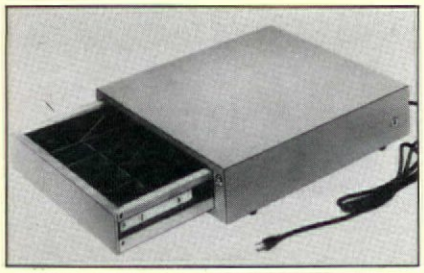
Typhoon International Corp.—Wicker and rattan comprise "Charlie's Flower Cart" for flowers, plants, or merchandise displays. Product is hand-lacquered with three coats. **Circle No. 229.**



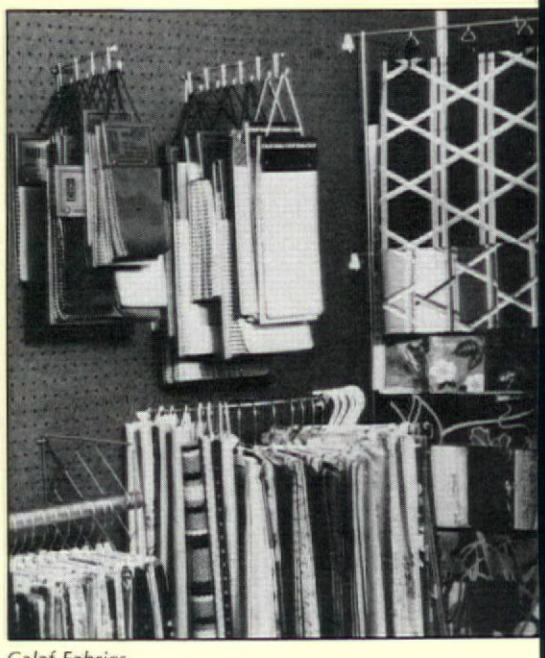
Abstracta Structures



Kenlin



Indiana Cash Drawer



Calaf Fabrics

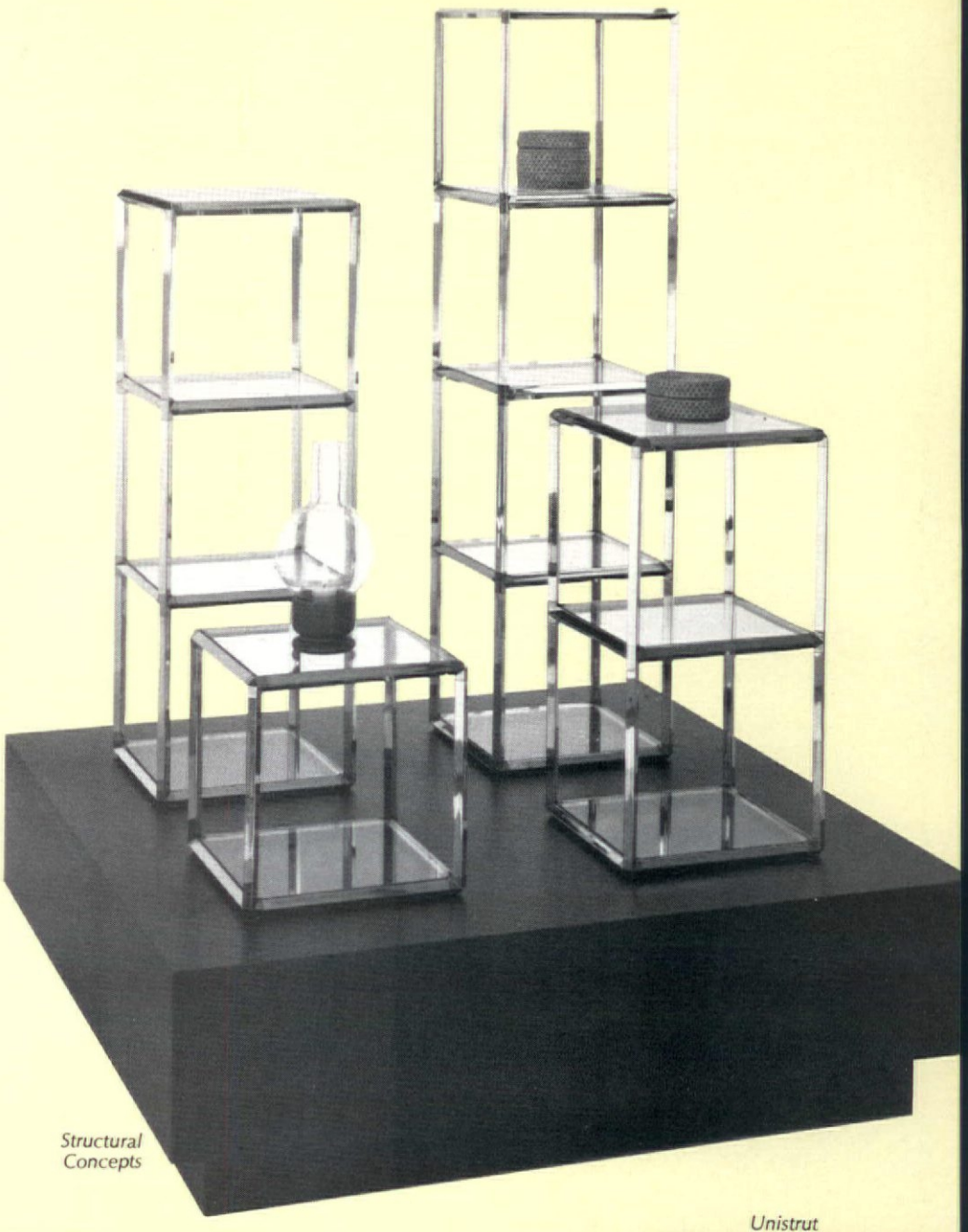


Typhoon International

Structural Concepts Corp.—Display cases and freestanding fixtures are part of "Infinity" line for retail use. Patented systems connects ⅝-in. steel tubing for strength and rigidity. Custom fixtures are available. **Circle No. 220.**

Howard Products—Heavy-gauge galvanized steel waste receptacle has high-gloss baked enamel finish. Rigid plastic or firesafe steel inner liners have optional retainer bands to hold poly bags. Three colors or steel with aggregate or stained wood panels are offered. **Circle No. 227.**

Unistrut div. GTE—Meroform creative construction system encourages unusual and unique displays and designs for store or mall environments. Made of lightweight metal, system forms display grids, free-form structures, or overhead support grids. **Circle No. 221.**



Structural Concepts

Unistrut



Howard Products



Long-Run Maintenance Costs Vital Client Factor In Live Plant Specs

Big savings potential dependent upon preplanning bid procedure & careful selection of plants to suit office environments

by **DOUGLAS BUNGERT,** ASLA

Specification of the wrong plants for an office environment can be costly in the extreme. Specifiers need only compare initial plant costs to long-run maintenance costs to realize impressive savings for the client that hinge on the type of plant purchased.

Typically the average cost of installing live plants in a commercial building ranges from 12- to 97-cents per sq. ft. The actual amount depends upon the type, size, and number of plants and containers involved in the installation.

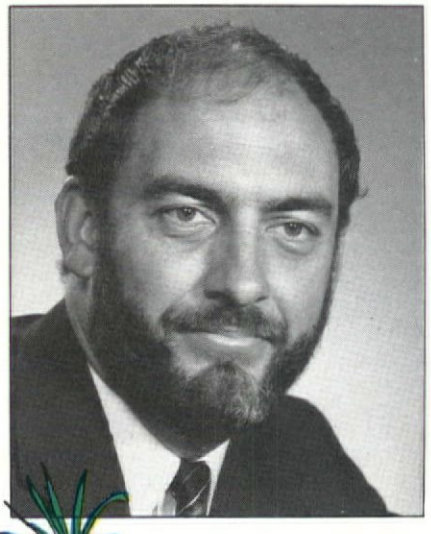
Cost of maintenance over a one-year period, however, ranges from .03 cents to $6.75 per sq. ft. Given plants that will work well in an office design, the lower cost of maintenance on a per sq. ft. basis can result in substantial amounts of money saved by the client every year. In large offices, savings are calculated in the thousands of dollars annually.

Plant maintenance costs could be reduced by at least 25 percent in most large offices by using care in plant specifications; the potential exists for great savings.

Beware of lowest bid

Two major problems encountered in selecting proper plants for an interior are poor economics and lack of specifier familiarity with plants.

The first problem hinges on the way plants are specified and purchased. Often, an interior plantscape may be purchased on a bid basis, without preliminary development of a layout or plan on which the bid is based. Under this approach, three plant suppliers develop as many completely different plans, using different plants, and the lowest bid gets the job.





MADAGASCAR DRAGON TREE

Dracaena Marginata

As a result, the cheaper and most impractical plants may be specified for the installation.

Maintenance costs may be higher than necessary and plant life and appearance will be below standard.

Initial cost not primary factor

The second problem lies in the specification process. Someone totally uneducated about plants may specify solely on the basis of appearance and price. That person may not be fully acquainted with a plant's needs and characteristics, thus increasing the cost of maintenance over time. In some cases, a little more invested in a plant can result in long-run maintenance savings that make up for the higher initial investment.

In both cases, problems can be avoided if a plant specialist is commissioned to develop a plantscape before the job is put out to bid. Similarly, the plant maintenance program should be planned in advance by a specialist. If possible the firm ultimately supplying the plants should maintain them.

By following the five specification pointers below, most plant problems can be avoided. Care characteristics listed under 10 of the most popular plants for interior use are helpful both in the specification process and in devising a successful maintenance program. □

See pp. 84-85 for list of popular plants.

Douglas Bungert is president, Corporate Interior PLANTscapes. West Los Angeles, Calif. He studied both architecture and psychology at the University of Utah and ornamental horticulture at Pierce College.



GOLDEN POTHOS
Eripremnum Aureum



PEACE LILY
Spathiphyllum

Five Plant Specification Recommendations

- Specify plants of a height that will allow for growth in the location. If ceilings are low or space tight, choose slow growing varieties.

- Select plants that thrive under environmental conditions. Consider such things as too little or too much sunlight, prevailing drafts, possible temperature changes; placing a plant directly beneath an air conditioning or heating vent is not advisable.

- Choose pots and containers that will accommodate the plant now and in the future. Remember that plants "eat" soil; regular topping up with a good potting compound is important.

- Feed plants regularly. Plants are living organisms and must be fed and watered to their needs, with each plant given individual attention.

- Maintain on a schedule. Cleaning leaves, washing away bugs, and treating for possible infection are important. Pruning should always be left to a professional.



SILVER QUEEN AGLAONEMA
Aglaonema Commutatum



WARNECKII DRACAENA
Dracaena Deremensis



LIVE PLANT SPECS

10 Popular Plants For Interior Use

FICUS BENJAMINA
—Common name: "Weeping Fig"
—Family: Moraceae
—Origin: India
—Good as medium-to-large tree; up to 30 ft.
—Leaves: shining green, leathery, curly
—Branches: drooping
—Foliage: fairly dense
—Light: medium
—Thrives on rich, moist (not wet) soil
—Needs frequent feeding
—Should not be overwatered
—Does not like drafts
—Should not be moved—this can cause leaves to drop

SPATHIPHYLLUM CV. "CLEVELANDII"
—Common name: "Peace Lilly"
—Family: Araceae
—Origin: Columbia
—Good as a small shrub—up to 2 ft.
—Leaves: large, dark green, elliptical, narrowing to a point
—Flowering: white
—Light: Low, does not like direct sunlight
—Thrives on moist-to-wet loose packed soil
—Needs weekly feeding

HOWEA FORSTERANA
—Common name: "Kentia Palm"
—Family: Palmae
—Origin: Lord Howe Island
—Classic parlor palm
—Leaves can grow to 9 ft. long
—Slow growing
—Light: Low-to-medium
—Thrives in moist soil
—Does not like direct strong sunlight

CISSUS RHOMBIFOLIA
—Common name: "Grape Ivy"
—Family: Vitaceae
—Origin: Caribbean
—Good as potted plant, hanging basket
—Light: Medium
—Thrives in moist rich soil
—Easy to grow, prefers warm temperature

SHEFFLERA ARBRICOLA
—Common name: "Hawaiian Elf Schefflera"
—Good as large shrub or small tree—up to 20 ft.
—Leaves: long stalked, spread into leaflets like hands
—Fast growing
—Light: Medium
—Thrives in moist very rich soil
—Loves humidity

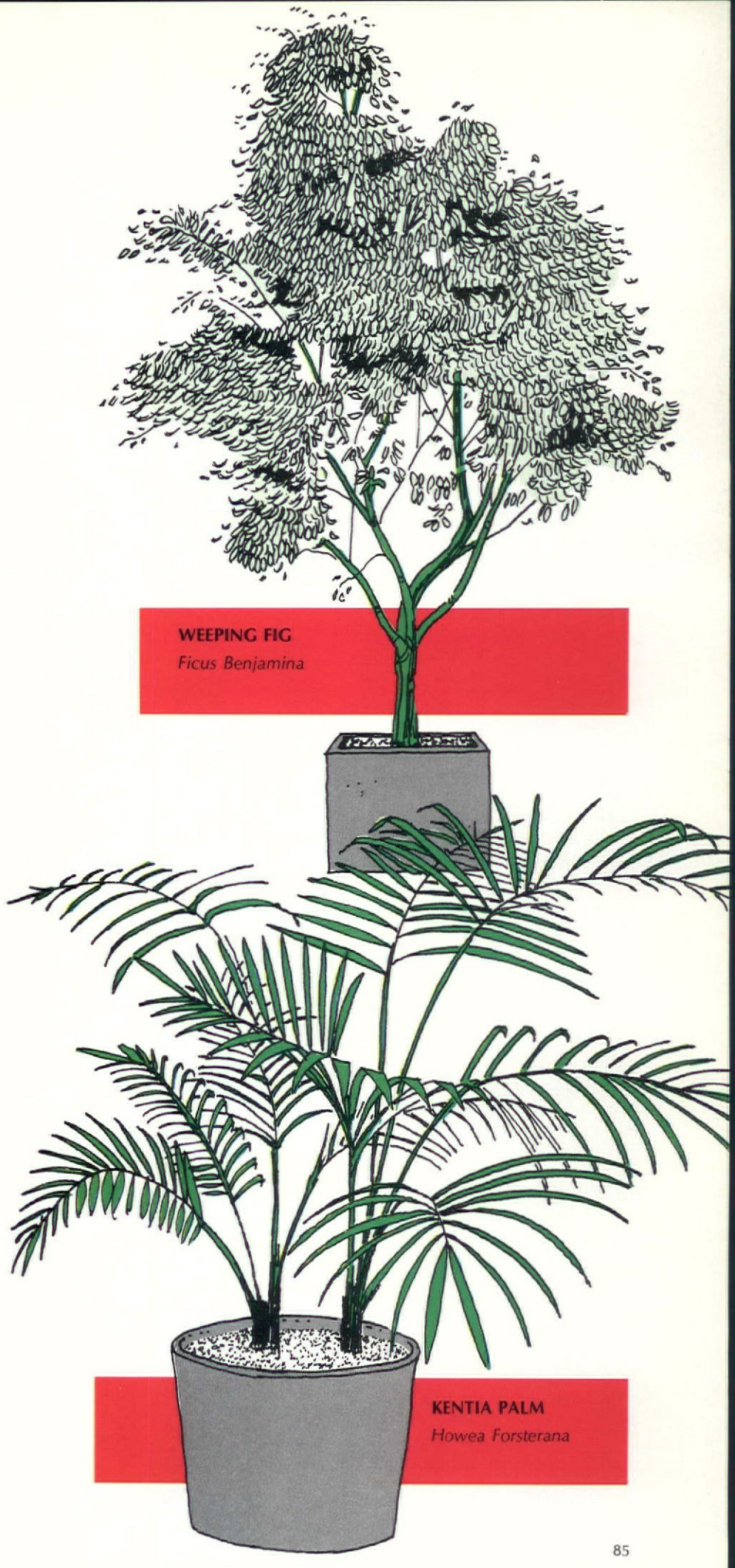
DRACAENA MARGINATA
—Common name: "Madagascar Dragon Tree"
—Family: Agavaceae
—Origin: Madagascar
—Good as a small-to-medium sized palm-like tree
—Slender trunk, leathery glossy green leaves
—Thrives in relatively dry soil
—Easy to grow and very popular

DRACENA DEREMENSIS CV. "WARNECKII"
—Common name: "Warneckii Dracaena"
—Family: Agavaceae
—Origin: Central Africa
—Small-to-medium palm-like tree
—Leaves: Rich green, striped white and grey
—Erect, slow growing
—Light: Low
—Thrives in moist soil

AGLAONEMA COMMUTATUM
—Common name: "Silver Queen Aglaonema"
—Family: Araceae
—Origin: South Pacific
—Light: Low
—Leaves: large, dark green marked with silver
—Thrives in moist, rich, porous soil
—Prefers warm temperature

ERIPREMNUM AUREUM
—Common name: "Golden Pothos"
—Family: Araceae
—Origin: Solomon Islands
—Vine type, good in hanging baskets
—Light: Low
—Leaves: shiny green leaves flecked with gold
—Likes dry-to-moist soil

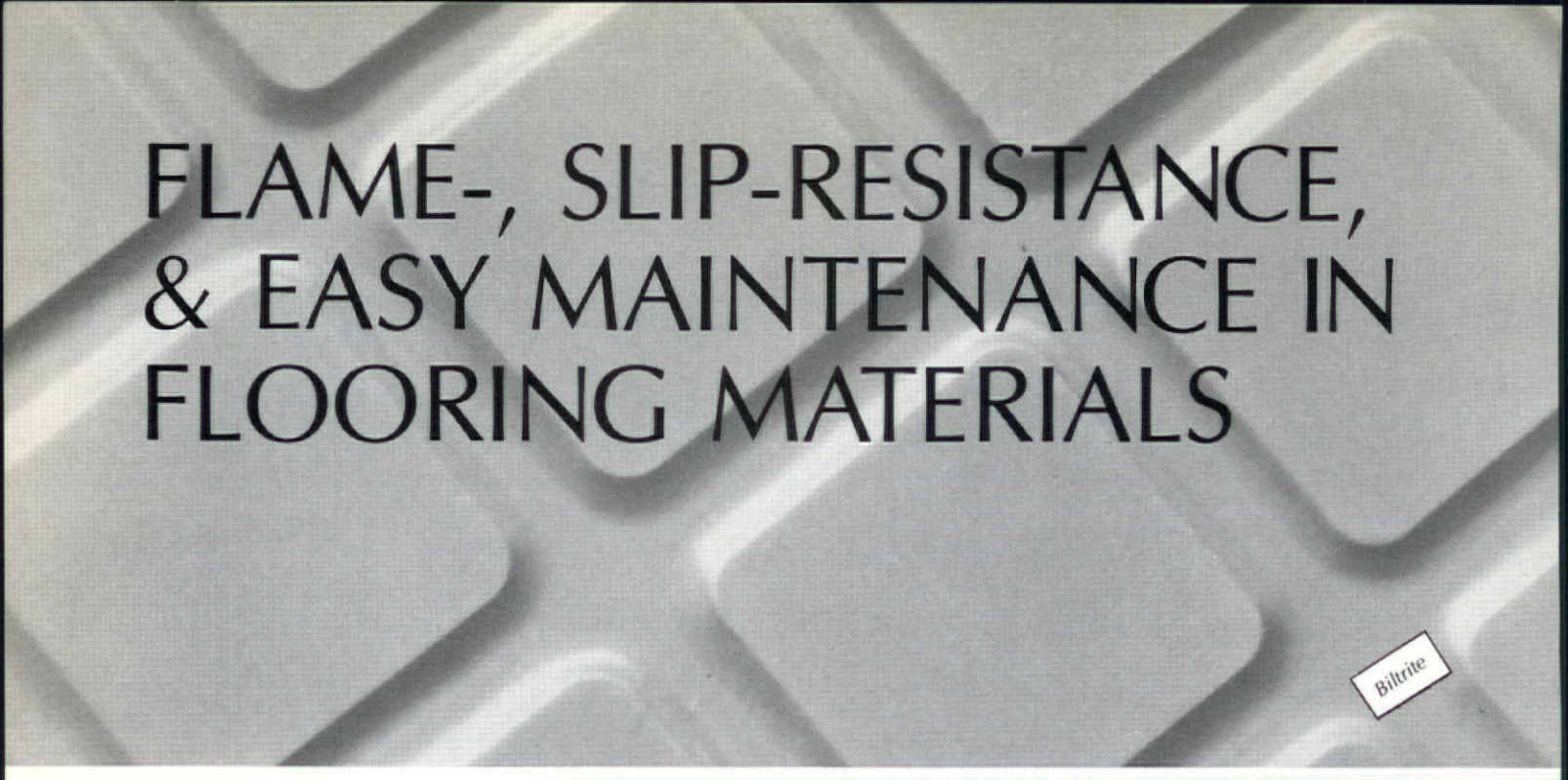
CHAMAEDOREA ELEGANS
—Common name: "Neanthe Bella Palm"
—Origin: Mexico
—Good as small palm
—Leaves: Slow growing to 6 ft.
—Light: Low
—Thrives in moist soil
—Prefers warm temperature and needs regular feeding



WEEPING FIG
Ficus Benjamina

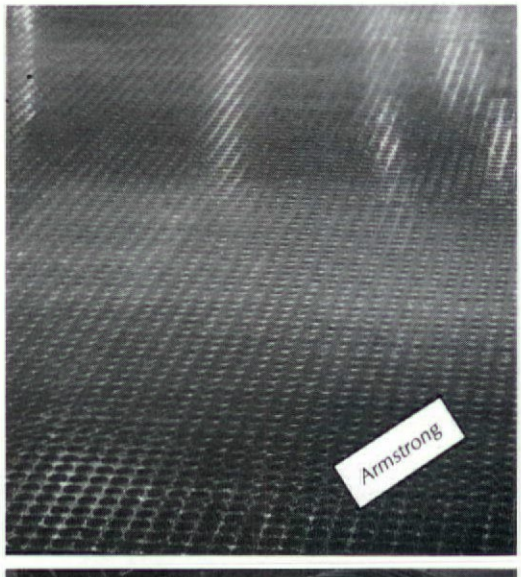
KENTIA PALM
Howea Forsterana

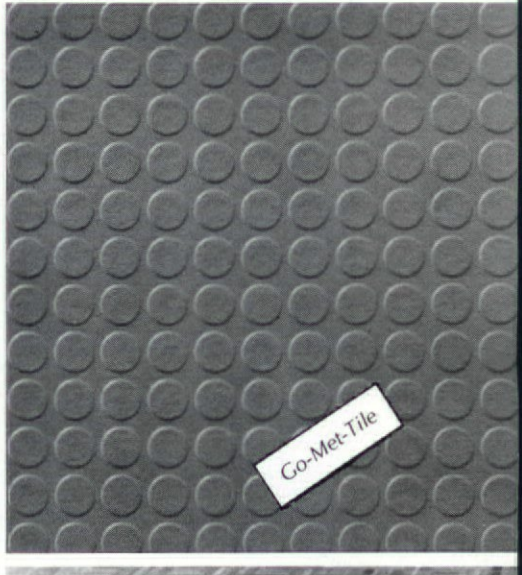
FLAME-, SLIP-RESISTANCE, & EASY MAINTENANCE IN FLOORING MATERIALS



Biltrite—Newest addition to Endura studded floor tile line is a highly slip-resistant, square stud, raised design. Round stud and flat textured patterns are also available in 10 stock and custom colors. Product carries a five-year warranty. **Circle No. 242.**

Armstrong—"Crosswalk," a new slip-retardant, sheet vinyl flooring, is available in 6-ft.-wide rolls and five colors. Recommended for heavy-traffic areas—such as lobbies, airports, ramps, and corridors—it is made of .100-in. mineral aggregate disks and meets smoke generation, flame spread, and critical radiant flux standards. **Circle No. 234.**

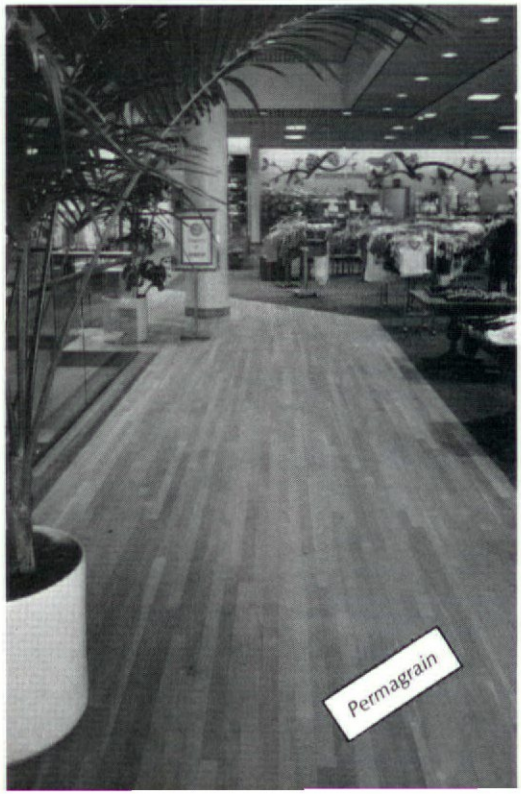




Go-Met-Tile—Vinyl floor tiles are offered in four patterns: circles, small squares, large squares, and rectangles. Called Hi-Tech, collection features raised patterns and two textures. Four colors, which coordinate with the line's solid-color counterpart, are offered. **Circle No. 236.**

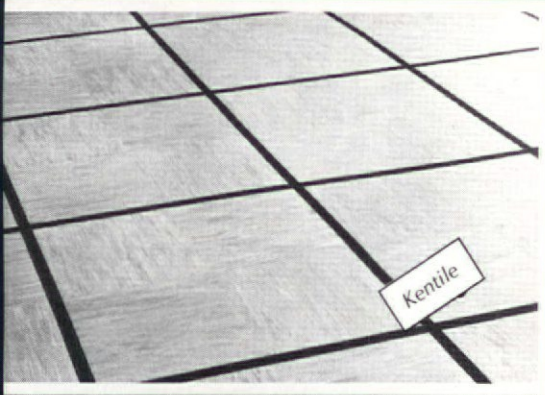
Permagrain—Floors at Nordstrom's Department Store, Seattle, are covered with firm's GenuWood II vinyl-bonded hardwood flooring. Product offers low maintenance and high wearability. **Circle No. 238.**

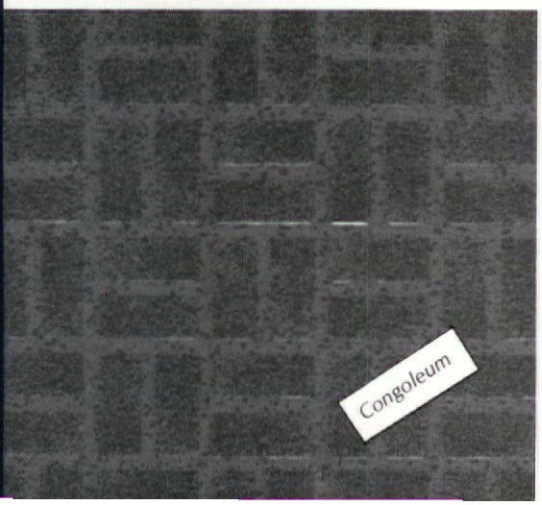
Bangkok Inds.—Designer teak floors are coated with firm's M-25 top surface finish. Product is impervious to termites, rot, and decay. **Circle No. 243.**













Kentucky Wood Floors—Cherry Continental pattern is offered in ¾- by 30- by 30-in., pre-assembled units. Product is available pre-finished or unfinished in standard and custom woods. **Circle No. 233.**

Kentile Floors—Random Marbles pattern is offered in four monochromatic shades and veining. Reinforced-vinyl tile has esthetics of natural marble. **Circle No. 235.**

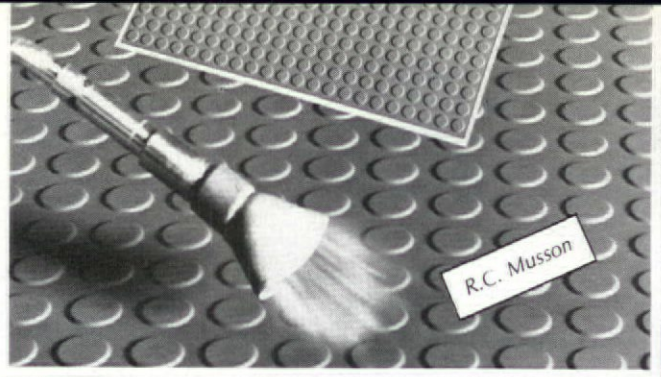
Jason Industrial—"Quadrato" is the newest design in the firm's Pirelli Rubber Flooring collection. Studs consist of 1-mm.-high rounded squares and are offered in five colors. **Circle No. 230.**

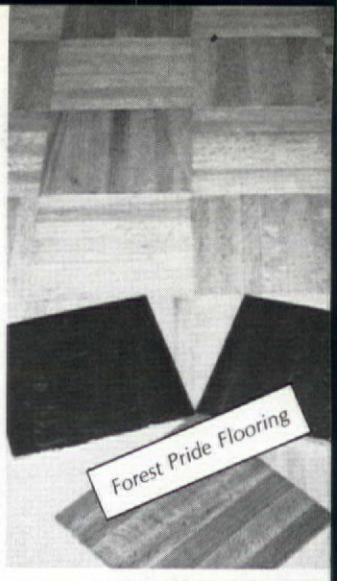
Congoleum—Two new designs were recently added to the firm's Flor-Ever heavy-duty rotogravure vinyl flooring line. Available in 9- and 12-ft. widths as well as a variety of colors, flooring is marketed through an architect's sampling portfolio. **Circle No. 246.**

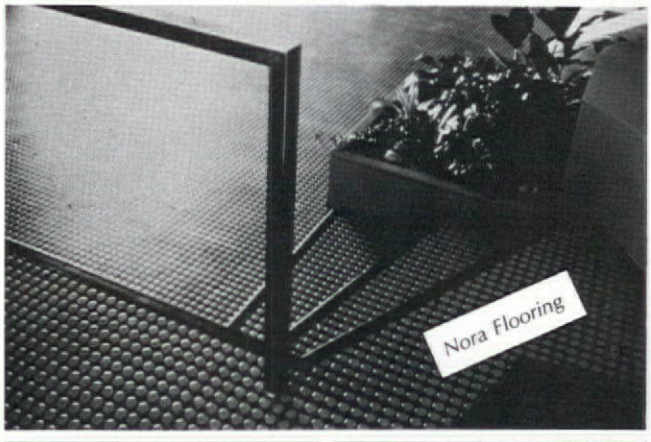
RESILIENT FLOORING

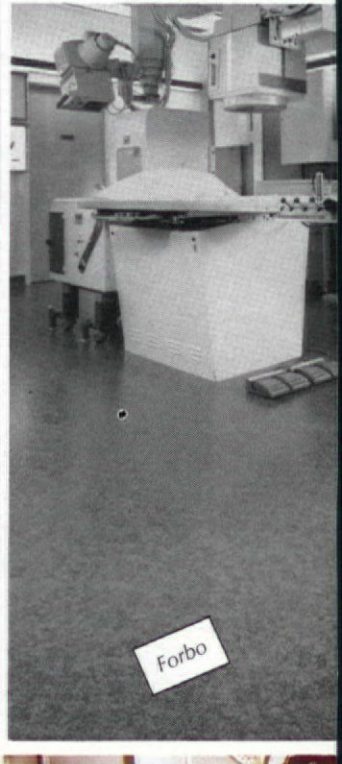
Stud designs conceal dirt

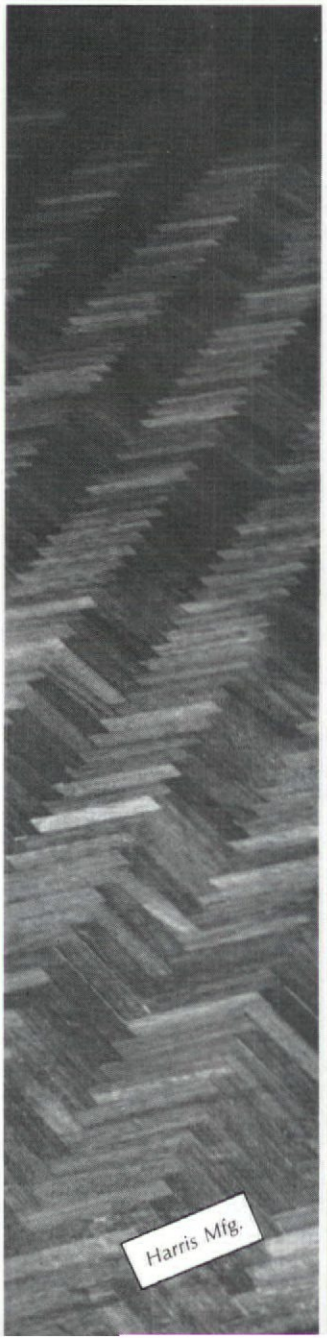




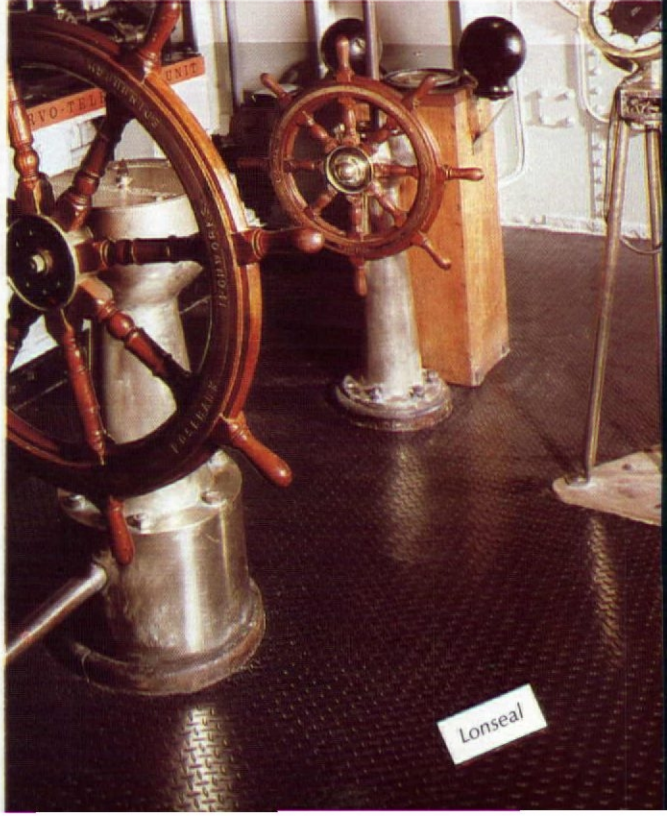












Tarkett—A complete selection of commercial/industrial flooring options is offered by the firm. One is Conductiflor, with a homogeneous carbon content that conducts both vertically and horizontally without copper grids. **Circle No. 241.**

R.C. Musson—Flame-retardant, Disc-O-Tile rubber flooring and Disc-O-Treds meet ASTM-E84 flame spread ratings of 25 or less. **Circle No. 239.**

Forest Pride Flooring—Firm introduces a 2- by 2-ft. pre-finished Large Panel parquet floor. Flooring is offered in four wood tones. **Circle No. 245.**

Nora Flooring—Two-tone Norament Duo flooring is molded of long-lasting, 100 percent synthetic rubber that is permanently self-waxed and features raised pastilles which prevent dirt from collecting. **Circle No. 237.**

Forbo—Forshaga division introduces new cushioned and non-cushioned sheet vinyl flooring called "Smaragd." Product consists of a clear, non-porous PVC wearlayer and colored PVC granules that create a three-dimensional surface effect. **Circle No. 232.**

Radiation Technology—Acrylic hardwood flooring is offered in 12-, 18-, or 24-in. lengths. Random lengths are also available on request. **Circle No. 244.**

Harris Mfg.—Photograph of Knoxville, Tenn. firm's boardroom shows Bond-Wood Herringbone parquet floor in natural Angelique teak. Design is panelized for use over concrete or wood subfloors. **Circle No. 231.**

Lonseal—Firm's Lonplate PVC sheet flooring is featured throughout topside decks and engine room of the newly remodeled *RMS Queen Mary*. Resembling diamond-plate steel, flooring is fire-retardant. **Circle No. 240.**



New Antimicrobial Carpet Treatments Extend Textile Life & Cut Cleaning Costs

New technologies developed by fiber and carpet manufacturers resist bacterial growth that leads to floorcovering decay

by **KATHERINE FORMAN**
Associate Editor

To increase the appeal of carpeted floors to specifiers of healthcare, hospitality, school, and office environments, a product that resists bacterial growth, cuts maintenance costs, and extends product life has been introduced by major manufacturers.

Called antimicrobial carpet this flooring product features treatments which can be an inherent part of the fiber or permanently bonded to fibers or backing. They are often guaranteed to last throughout the life of the carpet. Treatments affect neither basic construction nor other processing agents such as anti-lustrants, color dyes, and soil-or stain-resistors, according to manufacturers.

Firms now marketing antimicrobial carpets or fibers include Badische and Allied, Interface, Milliken, Wellco, and Collins & Aikman. Pioneering development of antimicrobial carpets is Lees Carpet.

Years of testing for approval

Lees offers two antimicrobial carpet styles—Biofresh®, a residential product, and Bioguard® which is a contract introduction. Treatments are applied during manufacture and become permanently bonded to the fibers.

The basis of Lee's antimicrobial introduction is a Dow Corning chemical called "Sylguard"—a substance first used in the manufacture of socks and surgical drapes or sheets. It was purchased by Lees for carpet application during the 1970s and later tested in labs and on-site at the Minot Wing, Duke Medical Center, N.C. Results indicated that after four years of repeated abuse and cleaning, carpeting treated with Sylguard remained resistant to germs, odors, and mildew that cause carpets to deteriorate, discolor, and emit odor. Based on these results, Lees was granted needed approval to market antimicrobial carpets by the Environmental Protection Association (EPA) in 1980. By early 1982, Lee's Sylguard products were on the market.

Original marketing efforts for the company focused on certain lines of skein-dyed carpets. Faculty, On Call, and Charge It are three prominent styles targeted toward healthcare, hospitality, and institutional settings. Now, treatments are offered as an option on other fabrics, provided specifiers meet minimum yardage requirements, and on selected carpet tile lines.

FDA prohibits health claims

Another firm that is presently offering antimicrobial carpets is Milliken. Flooring introduced at NEOCON 14 is available in carpet tile form treated with Dow Corning's Sylguard chemical.

Applied to carpet tiles during manufacture, treatments bond permanently to fibers. The nature of the end-product—printed tile or solid-color textile—determines the point at which the chemical is added.

Says Peter Kirk, Milliken contract carpet marketing manager, "Our antimicrobial carpets are up for use in any area where the specifier sees a need." Thus, the treatment is offered as an option on any carpet tile style we carry and is no more costly than any other optional treatment now available.

"Of course, these flooring products



ANTIMICROBIAL CARPETS

Germ inhibitors needed in hospitals

offer particular advantages in hospital settings. Carpets that are not antimicrobial are already being used in hospitals throughout non-clinical areas. Antimicrobial treatments make it simpler for specifiers to suggest carpet use in clinical areas where eliminating breakage and increasing slip-resistance are primary concerns," he adds.

Also offering specifiers antimicrobial modular carpet is Interface. However, unlike Milliken, Interface applies the chemical to its carpet backing. Through this application, it becomes a part of the carpet's yarn structure.

Interface's product treatment, called "Intersept™," was developed by the company in conjunction with a chemical research firm. According to Grant Todd, Interface vice president, sales, it is the first new chemical of its type to be approved in the last five years.

Says Todd, "It is very difficult to get EPA approval for this type of product. Reams of paper that covered testing methods and extensive documentation of results was required before we got the go-ahead this past February. Still, we are prohibited from calling the product 'safe' because the Federal government does not acknowledge anyone's claims that the carpet has health benefits. Therefore, we market our carpets as self-sanitizing and promote cost effectiveness because the need for cleaning compounds is vastly reduced."

Intersept is integrated into Interface's GlasBac fusion-bonded backing layer. The backing is then applied to the carpet. As a result, Interface can offer the treatment on any carpet style now available. It will also be an option on two new carpet tile constructions the firm will introduce in the near future.

Creating inherent fiber treatment

Badische, the fiber manufacturer to introduce an inherently antimicrobial yarn, produced its new product shortly before NEOCON 14. The Badische fiber also offers additional elements which eliminate soiling, staining, and odor problems.

Called "ZEFTRON 500™ ZX" nylon, the fiber features a pentagonal cross-section containing six structural holes which alter a carpet's physical properties to simplify maintenance and improve color.

As light passes through the fiber's holes, it is deflected to reduce visibility of soil particles. The five-sided configuration then aids in soil release when carpet is cleaned. In addition, yarns are fluorocarbon-coated during manufacture for greater stain resistance.

Antimicrobial protection is added to the fiber-forming process during the polymer stage. Polymers are made from PCF nylon strands, or monomers, which are used to make a polymer chip. The chip is then extruded, or melted down, to form a fiber. At this point, antimicrobial additives, anti-lustrants, and pigments are added.

Yarn constructions limit usage

The Badische treatment was originally purchased from a chemical company and adapted for fiber use by Badische. The agent was selected from many investigated over a 10- to 12-year period. As is the case with other manufacturers offering antimicrobial carpets and fibers, considerable documentation was required before Badische received EPA approval to market the product.

Currently, antimicrobial treatment is offered on Badische fibers slated for use in contract carpets. These fibers are solution-dyed yarns developed primarily for hospitality and healthcare settings where product demand is greatest. Efforts are also being directed toward developing yarn constructions that will suit the home furnishings market.

Says Charles Maddrey, Badische home furnishings market manager, "Key to specifiers' acceptance of antimicrobial fibers in residential environments is getting solution-dyed residential yarns into the carpet mills. Once the product is in the mills, it will be easy to encourage specifiers to pick up on it. At this point, we have the technology to develop solution-dyed antimicrobial carpets. However, we have not yet investigated application of the treatment to fibers that must be dyed later."

Badische's antimicrobial fiber claims an area of bacterial growth inhibition of 5-to 8-mm. around each fiber. In addition the ZEFTRON 500 fiber carries an anti-shock warranty as well as a Zefwear™ 10-year warranty.

Product guarantees vary

Among subscribers to the Badische antimicrobial fiber program are Collins & Aikman and Wellco. In addition to the Badische fiber, Wellco also offers an antimicrobial carpet treatment called "Sanitized" which employs a bacteriostatic agent.

Available for years in applications such as dry cleaning, Sanitized treatments have been marketed with selected Wellco carpets for approximately eight months.

Sanitized processing controls bacteria in carpet by inhibiting micro-organic growth of both airborne bacilli as well as surface bacteria. Since bacteria can-



not multiply in the presence of the treatment, resulting odors that accompany mold, mildew, and organic particle storage are greatly reduced. Like Sylguard, Sanitized is a chemical processing agent introduced during the carpt-dyeing stage. The agent becomes a permanent part of the fiber and is unaffected by traffic or maintenance.

Specifiers purchasing Wellco carpets manufactured with the Badische antimicrobial fiber can apply to Badische for guarantee information. However, Wellco carpets processed with the Sanitized agent must be guaranteed by Wellco. The firm is required to submit samples for periodic testing at independent laboratories to assure that the treatment is working. But, responsibility for the carpet itself must be borne by the mill.

Wellco carpets now offered with Sanitized processing include Charleston styles such as Southgate, a loop-pile Antron; Polaris; a cut-and-loop, textured Antron; and Customatics, a patterned carpet designed for public spaces. Wellco Business Carpet styles now available with Sanitized treatment are Keystone, a loop-pile Antron; Pinnacle, a cut-and-loop Antron; Spectragraphics II, a multi-colored patterned carpet; and Club Champion, a cut-pile designed for lockerrooms.

Wellco carpets made with Badische fibers include Acclaim, a level loop construction; Stockton, a color-coordinated loop and check design; and Nevada, a homespun texture made with Ultragraphics equipment.

Demand leads to new markets

The latest news is antimicrobial carpet development is an inherently antimicrobial fiber soon to be introduced by Allied. The fiber will be available on selected Anso IV HP lines for contract applications as well as on Sateena-Lustre, a new residential fiber which will be available in both filament and staple form.

According to Steve Bordeaux, Allied merchandising and customer support manager, the firm has been investigating antimicrobial treatments for nearly three years. A commitment was made to pursue a major marketing effort approximately one year ago after market research indicated strong product demand.

"Our initial marketing direction is residential." notes Bordeaux. "But, when we push it into contract, we will aim for restaurants, hotels, and hospitals."

Allied will employ its "Anso Fource" marketing team consisting of 50 people who travel around the country speaking with specifiers about Allied products, to spur industry awareness. Product introductions of this type are planned for the near future. One such marketing approach will take place in January, 1983.

Says Bordeaux, "We know the product will sell because the American market is big on household deodorizers ($.5 billion annually) and carpet deodorizers ($100 million yearly). These factors indicate that there is a wide-open market for flooring products that reduce the cost of keeping carpets fresh and attractive." □



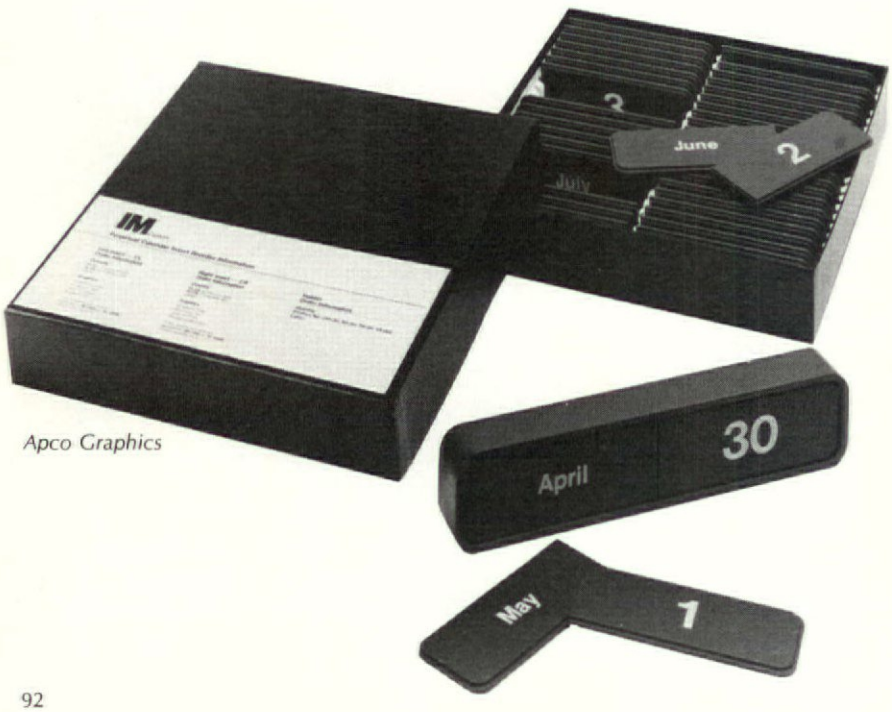
Illustration by Richard Zoehrer



Open Plan Accessories

Acrylics Dominate Signage

Background, typeface combinations offer maximum readability



Apco Graphics

Open Plan Accessories—System 2/90 provides interior signage for every purpose. All signs are two-sided with subsystem of mounting options for added flexibility. A 48-hour quick ship program is offered. **Circle No. 209.**

Apco Graphics—Perpetual calendar desk signage creates clear, concise communication with the public. These signs are offered for use in financial institutions. **Circle No. 211.**

Yorkraft—lighted salad bar sign is completely framed in white acrylic with decorative silk-screened panels that read on both sides. Sign contains one fluorescent fixture. Bottom of sign is open for down lighting. **Circle No. 212.**



Yorkraft



Wood & Wood Int'l Signs



Scott Plastics



Polyplastic Forms

Leteron



Adelphia Graphic Systems—AGSystem offers a predetermined group of sign types in six colors and five typefaces with a myriad of background and typeface color combinations. Signs are offered in a sub-surface of acrylic composition with silk-screening application for vandal resistance. Standard features include radius corners and satin-finish edges. **Circle No. 214.**

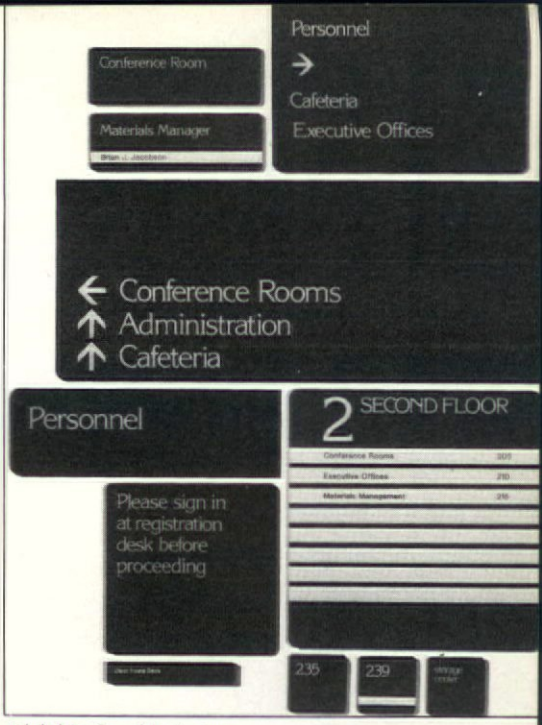
Spanjer—SPS 500R square pylon with radius corners is 7-ft. high and features a customized monogram face backed with colored acrylic. Included on face is standard Helvetica acrylic copy. **Circle No. 203.**

Leteron—Simply turning a handle generates 2-, 3-, or 4-in. Helvetica Medium pressure sensitive lettering from the Econ-O-Sign V. Lettering is pre-spaced and aligned. Acrylic and standard gloss materials are available in a variety of colors. **Circle No. 213.**

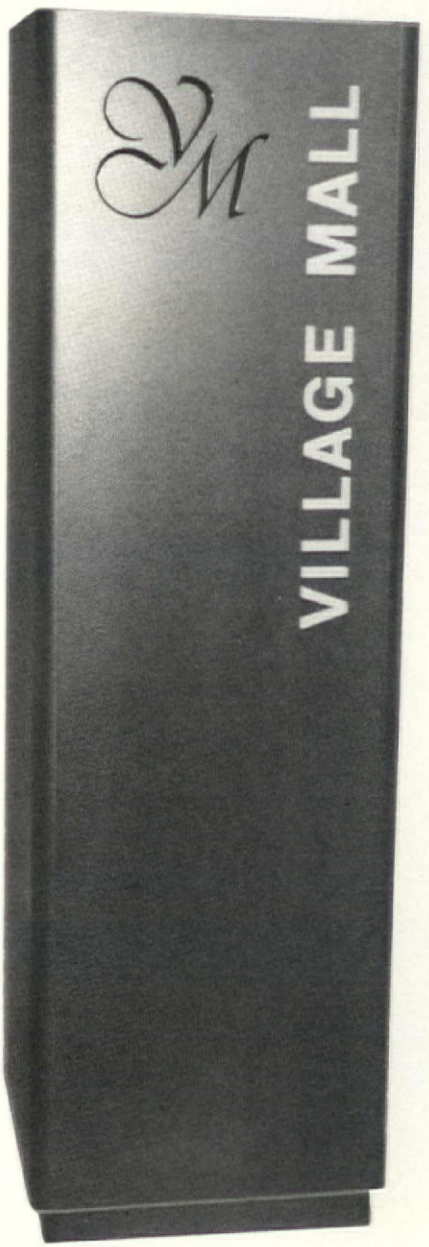
Polyplastic Forms—This line of custom designed aisle signs for use in retail stores carries a silk-screened message on ¾-in. thick panels which are 4- by 28-in. Messages are easily changeable by slipping off slides fastened to sign. **Circle No. 206.**

Scott Plastics—Spectraletters™ are 1-, 2-, or 3-in. thick high-density polystyrene foam letters with woodgrain laminate cemented to the face. Available in six finishes and 32 colors for edges, there are 25 styles to choose from. **Circle No. 205.**

Wood and Wood Int'l—Alphatex™ sign system consists of individual PVC letter tiles which are clipped to grooved PVC back boards. Held in epoxy-coated aluminum frames, the back boards are protected by acrylic covers. **Circle No. 210.**



Adelphia Graphic Systems



Spanjer



Store Security: How to Avoid Theft & Enhance Esthetics

by **DIANE BOTNICK**

Combining esthetics and security is a crucial element of store design, stressing merchandise presentation that tempts to buy but not to steal. While the retailer is responsible for creating a secure environment through management, the designer can facilitate such efforts through store layout.

This means opening up the store with wide aisles and good lighting for visibility, and controlling consumer traffic by using turnstiles and raised service areas, in some cases. Creative alternatives can be found for what would otherwise be unattractive and off-putting security measures.

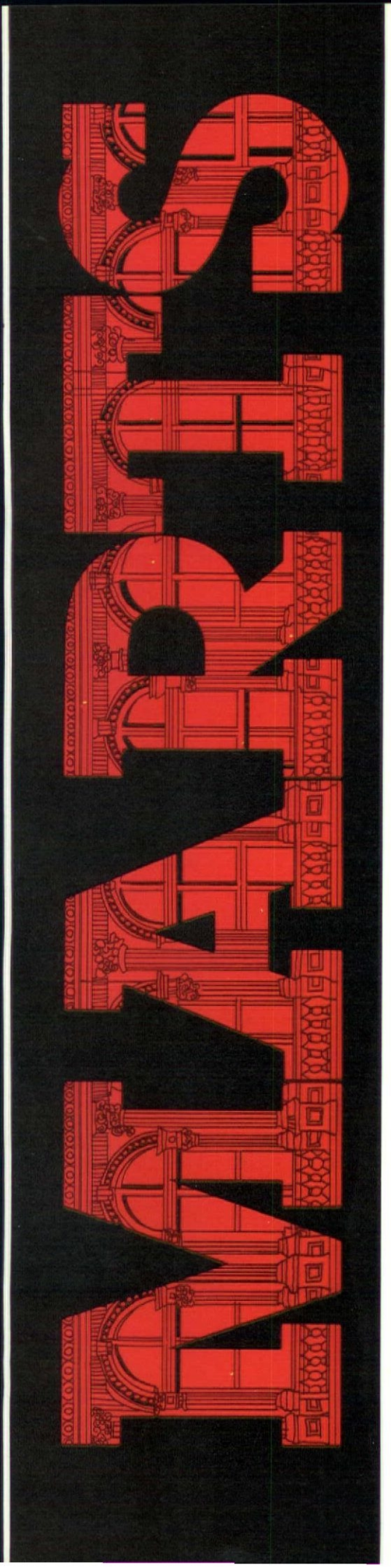
Often the same factors that make for an effective merchandising environment—eye-catching displays, accessibility, flexibility, and freedom for customers to examine and choose merchandise—also make selling space susceptible to theft.

Another factor—that of a weakened economy—generates security problems that need to be addressed by store designers and merchants. Lewis Shealy, vice president, asset protection, Woodward and Lothrop, Washington D.C., notes, "With the economy as it is, retailers will be cutting back on sales staff. This necessitates providing better visibility on the selling floor. That way, any salesperson is able to look across the store and see what's going on."

Addressing these problems, several security practitioners cited some favorite security measures that they include in store design plans. Among the specialists contributing to the 24 pointers which follow are Robyn Brant, principal, New Era Interiors Inc., Los Angeles; Jackie Ryburn, leasing manager with developer Cabot, Cabot and Forbes, Los Angeles; William Leishear, executive vice president, Robert J. Sigel Inc., consulting engineers of Narbeth, Pa.; and several loss prevention directors associated with retail operations.

24 STORE SECURITY POINTERS

- Lay out store to channel customer traffic past checkout area or cash register before exiting.
- Make certain that the cash register—if near a door—is blocked off so customers can't walk behind it.
- Open up store visually with wide, well-lighted aisles, and keep aisles uncluttered.
- Keep floor mechandisers low since they provide good cover for thieves.
- Set high racks at oblique angles instead of parallel to walls to permit visibility of both rack sides.
- Arrange fixtures and furnishings for exterior viewing of the sales floor; this allows police patrols to keep an eye on the store.
- Consider raising the store manager's office level to improve visibility if necessary.
- Enclose manager's office in glass with one-way or tinted mirrors to allow constant monitoring of sales floor.
- Minimize the number of hidden corners, and use convex mirrors near the ceiling where corners can't be avoided.
- As an alternative to convex mirrors, mirror in the corners with two flat mirrors for viewing from several angles.
- In small shops where open layouts aren't possible, substitute dense, closed circuit television coverage for physical visibility.
- Camouflage cameras by placing them in decorative globes or hiding them behind false ceilings if esthetics is a prime concern.
- Design the greatest possible distance in the layout between the higher-value, easily pocketed merchandise and the exit.
- Keep the number of doors to a minimum, and avoid rear exits; this way, only one point requires monitoring.
- Install a local door alarm—such as a bell—to alert the retailer when customers enter and leave.
- Make sure all access points, such as air vents and skylights as well as doors and windows, are secured with locks, grilles or bars where appropriate.
- Keep high-value merchandise displays out of high-traffic areas. Locate them at the back of the store as a deterrent to grab-and-run thieves.
- For valuable merchandise, select showcases with locks in back and metal clamps or screws to secure glass top.
- Put in railing, metal or plastic trim along edge of counter to prevent thief from sliding items off and into a bag.
- Angle the showcases to avoid straight aisles: this directs customers to the merchandise and makes it hard for the grab-and-run thief to run through them.
- Include security signage—such as warning decals about "prosecution of shoplifters," "electronic surveillance of customers," and "no cash kept in store"—where appropriate.
- As an alternative to unsightly tape (hooked up to alarms) on windows and easily scratched Lexan glass (burglar-resistant), install small, ultrasonic sensors which are sensitive to the sound of breaking glass and will trigger an alarm.
- Install electronic door lock buzzer system in high-crime, urban areas; man traps or holding areas between interior and exterior doors can also be used for more protection.
- Make life-safety measures—locked doors and stairwells for fires—compatible with security.



FURNITURE & FURNISHINGS CONTRACT MART DIRECTORY

For everyday examination of available furniture and furnishings, the interior architectural and space design community seeks the convenience of local mart buildings. That's why there are so many new ones coming onto the scene.

This guide to contract mart buildings provides needed information on location, market dates, and key executives of the various U.S. mart buildings. Other marts now under construction will be reported in CONTRACT as they come on stream in 1983.



Architects & Designers Building

ARCHITECTS & DESIGNERS BUILDING

150 East 58th St.
New York, N.Y. 10155
Tel. No.: (212) 689-4801
(212) 644-6555
Contacts: John Connoughton, mng. agt.
Operating Hours: Mon.-Fri. 9-5.
Building access policy: combination
Contract exhibitor location:
flrs. 2-12
Market dates: Designer's Saturday
Passes and other mart details:
no passes needed. details from John Connoughton.

ATLANTA DECORATIVE ARTS CENTER

351 Peachtree Hills
Atlanta, GA 30305
Tel. No.: (404) 658-5603
Contacts: Sam Williams, gen. mgr.; Michael Eidson, lsng. mgr.; Sharyl Hess. p.r. dir.; Tom Fulkhum, dirc.
Operating hours: Mon.-Fri. 9-5
Building access policy: to trade only.
Market dates: Design ADAC '83—May 5, 6
Special hotel/travel pkg. Contact Charlotte Allison (800) 241-6405 outside GA., (800) 241-0456 in GA.
Passes and other mart details from: Charlotte Allison, (404) 231-1720. No passes needed.

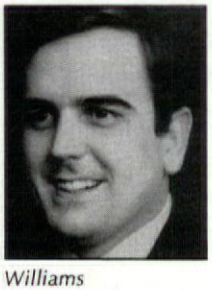
Art by Phyllis Lerner

MARTS

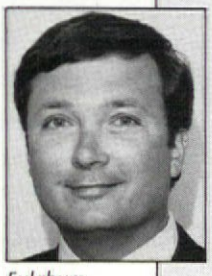


ATLANTA MERCHANDISE MART

240 Peachtree St.
Atlanta, GA 30043
Tel No.: (404) 688-8994
Contacts: Sam Williams, gen. mgr.; Tom Fulghum, v.p. lsng.; Sharyl Hess, p.r. dir., Angie Douglas, con. mkt. mgr.
Operating hours: Gift and decorative accessories showrooms - Mon.-Fri.- 10-4.
Building access policy: to trade only.
Market dates: Home Furn. Jan. 22-26; July 16-20; Floor covering, Jan. 22-26; Intl carpet & rug, July 16-19; Summer floor coverings, July 16-20; Contract market, October (dates to be anncd.).
Special hotel/travel package available. WATS lines: (800) 241-6405 for out-of-GA callers; (800) 282-0456 for in-GA Contact Destination Atlanta; Contact Eastern Airlines (800) 327-1295 outside Fla., (800) 432-1217 in Fla. for group travel arrangements.
Passes and other mart details from: Admissions Dept., attn: Kate Balyo, (404) 658-5667



Williams



Fulghum

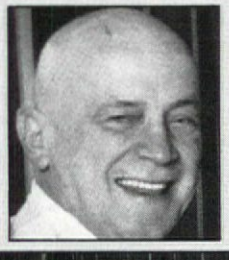


Eidson



Hess

CONTRACT DESIGN CENTER OF GREATER ST. LOUIS

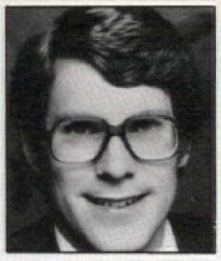


Kessler

3226 Olive St.
St. Louis, MO 63103
Tel. No.: (314) 531-7222
Contacts: Ralph G. Kessler, exec. dir. Barbara Ayers, mgr.
Operating hours: Mon.-Fri. 8-5.
Building access policy: To trade only.
Contract exhibitor location: all contract.
Market dates: to be anncd.
Special hotel/travel pkg. available. Contact R. Kessler.







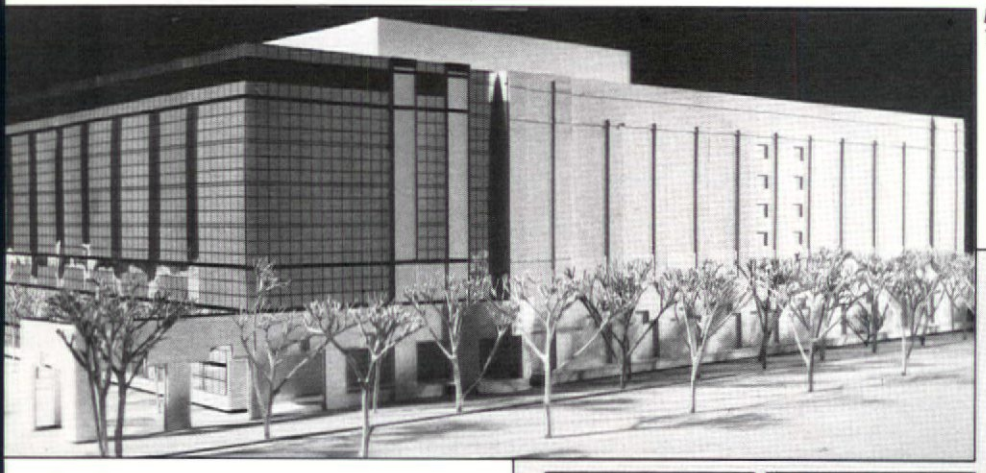
Crow



Seymour

DALLAS MARKET CENTER

2100 Stemmons Frwy. Dallas, TX 75207
Tel. No.: (214) 655-6100
Contacts: Trammell S. Crow, pres.; Jim Seymour, lsng. mgr.—con. des., Tommy Bosler, Asst. dir. p.r.—Condes., Delores Lehr. v.p. p.r. & adv.
Operating hours: Mon.-Fri. 8:30-5. Des., archs., specifiers allowed 2 clients per visit.
Building access policy: To trade only.
Contract exhibitor location: 6th fl., Dallas Market Ctr. World Trade Ctr.
Market dates: CONDES '83 Mar. 3-5. Special hotel/travel pkg. available Contact: DMC Travel Services 1-800-527-9065; in Texas, 1-800-444-7111
Passes and other mart details: Bus. I.D. for temp pass. Perm. buyers I.D. to qualified buyers. 1-800-527-1451; in Texas, 1-800-442-1436.



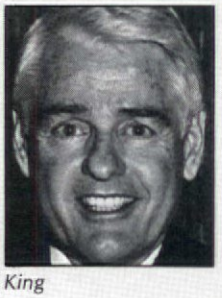
DC/DC
The Design Center

DC/DC THE DESIGN CENTER

300 D. St. SW
Washington, D.C.
Tel. No.: (202) 554-5054
Contacts: Thomas V. King, pres.; Harry Finkel, exec. v.p. Thomas Lyman, v.p., proj. coord. Emmett L. Dineen, sr. v.p.
Operating hours: Mon.-Fri. 9-5.
Building access policy: To the trade only.
Market dates: to be announced.
Passes and other Mart details from: Buyer Service Dept.



Lyman



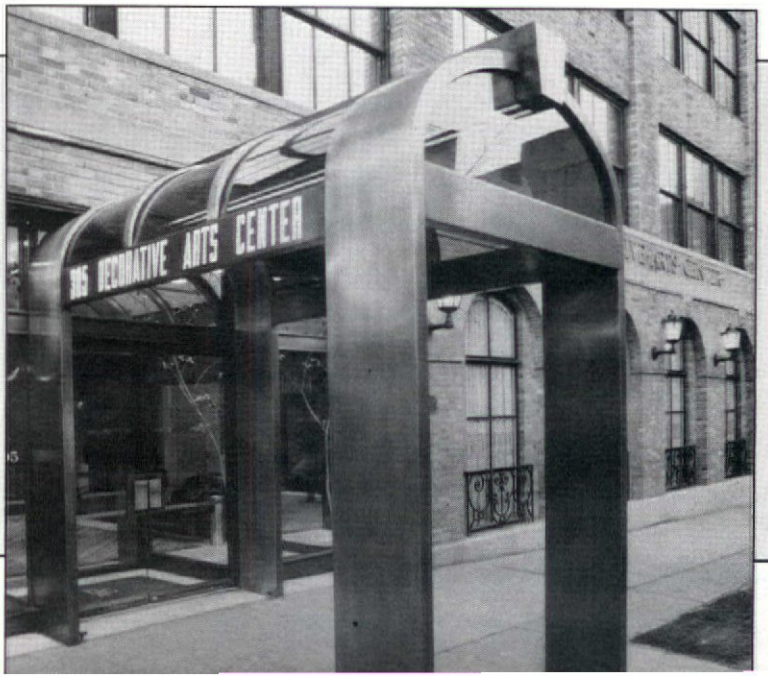
King

DECORATION & DESIGN BUILDING

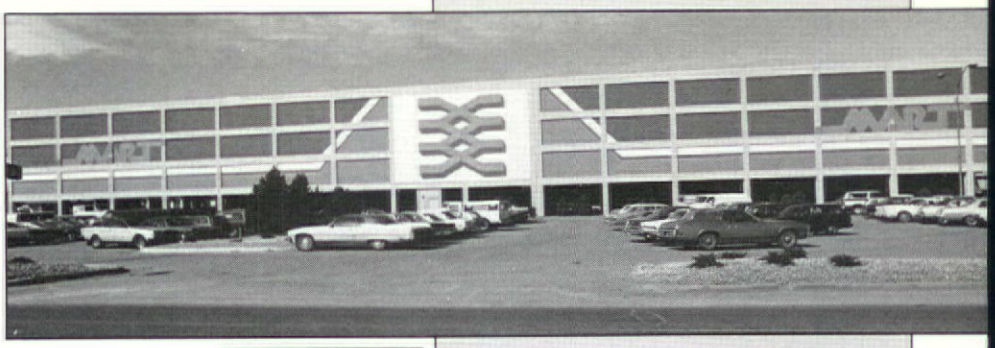
979 Third Ave.
New York, NY 10022
Tel. No.: (212) 759-2964
Operating hours: Mon.-Fri. 9-5.
Building access policy: To trade only.
Contract exhibitor location: Throughout.

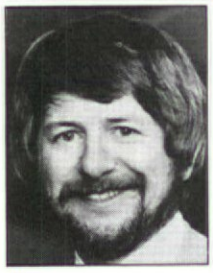
DECORATIVE ARTS CENTER

305 E. 63 St.
New York, NY 10021
Tel. No.: (212) 838-7736
Contacts: Bernie Mendik, pres.; Barbara Fagan, bldg. mngr., Fern Mallis, p.r.
Operating hours: Mon.-Fri. 9-5.
Building access policy: Showrooms open to trade only.
Market dates: Designer's Saturday, Oct. '83.
Passes and other mart details: No passes needed.



MARTS





Hare

DENVER MERCHANDISE MART

451 E. 58 Ave.
Denver, CO 80216
Tel. No.: (303) 292-1050
Contacts: Darrell R. Hare, gen. mgr.; Jan Toepfer, dir. leasing
Operating hours: Mon.-Fri.; 9-5.
Building access policy: Showrooms open to trade only.
Contract exhibitor location: 2nd fl.
Market dates: Home Furnishings Market, Aug.
Passes and other mart details from: Davene Coutts, dir. pub. rel.

THE DESIGN CENTER

5001 Baum Blvd.
Pittsburgh, PA 15213
Tel. No.: (412) 683-6200
Contact: James J. Frasca, mgr.
Operating hours: Mon-Fri.; 9-5
Building access policy: Showrooms open to trade only.
Market dates: To be announced
Passes and other mart details from: James J. Frasca

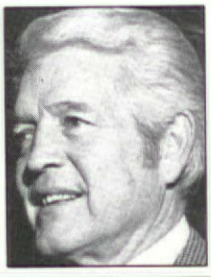
DESIGN CENTER NORTHWEST

5701 Sixth Ave. So.
Seattle, WA 98108
Tel. No.: (206) 762-1200
Contacts: Jack A. Benaroya, pres.; Glen M. Robins, gen. mgr.; Peggy Notton, prom. dir.
Operating hours: Mon.-Fri.; 10-5
Building access policy: Building pass and to the trade only.
Contract exhibitor location: 3rd fl. restricted to contract exhibitors. New bldg. to have con. flr.
Market dates: Spring market "Presentations '83," Apr. 23-25.
Passes and other Mart details from: Glen Robins. Registration required.

Notton



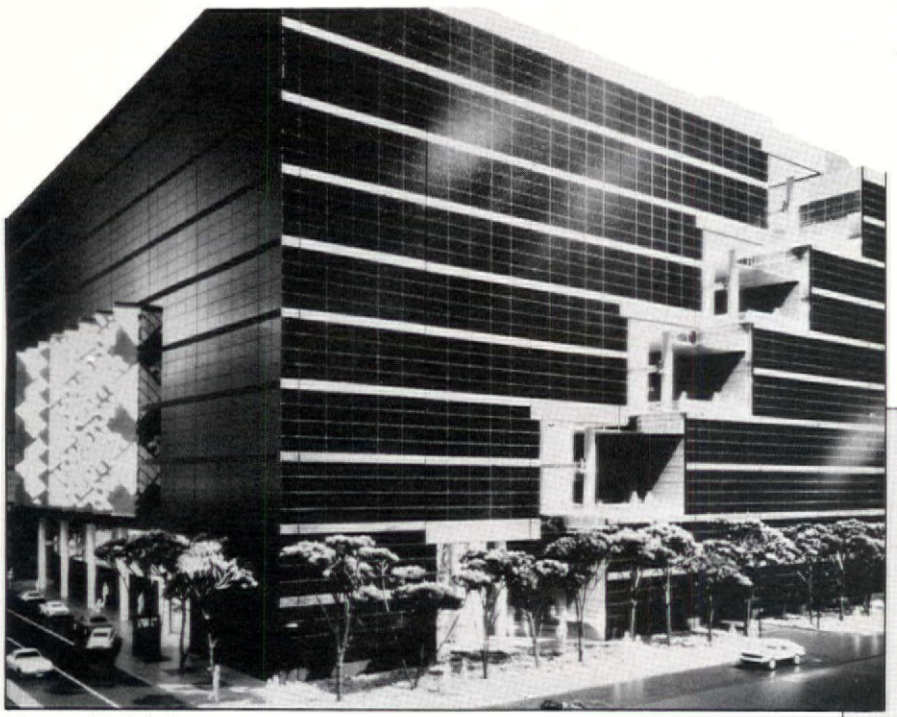
Robins





HARMON COURT DESIGN CENTER

1128 Harmon Pl.
Minneapolis, MN 55403
Tel. No.: (612) 338-1802
Contacts: Kathryn Strand Koutsky, pres.; Lynn Dale Mahoney, lsng. mgr.; Nathan Grout, bldg. mgr.
Operating hours: Mon.-Fri. 9-5.
Building access policy: to the trade and their clients.
Market dates: Sept. 23, '83 - Anniv. event for buyers.
Passes and other mart details from: Nathan Grout. Passes needed for entry.



Houston Design Center

HOUSTON DESIGN CENTER

11 Greenway Plaza,
Suite 1310
Houston, TX 77046
Tel. No.: (713) 621-9500
Contacts: Richard Everett, exec. dir.; Neil Tofsky, dir. mkt.; Lynn Billings, p.r. mgr.
Operating hours: Mon.-Fri. 9-5.
Building access policy: combination.
Contract floors: furn, 3-5; systems/bus. prods. flrs. 6,7; carpet/wallcoverings/fabrics flr. 8.
Market dates: to be announced. Special hotel/travel package available. Contact Lynn Billings.
Passes and other mart details from: Lynn Billings. No registration required.



DESIGN CENTER SOUTH

23811 Aliso Creek Rd. Laguna Miguel, CA 92677
Tel. No.: (714) 831-8031
Contact: Branden Birtcher, V.P., Birtcher-Pacific
Operating hours: Mon.-Fri., 9-5
Building access policy: Showrooms open to trade only.
Passes and other mart details from: Branden Birtcher.

LENORA SQUARE

1000 Lenora
Seattle, WA 98121
Tel. No.: (206) 285-5400
Contact: Richard J. Hesik, exec. dir.; Judy Smythe, p.r. mgr.
Operating hours: Mon.-Fri.; 8:30-5:30.
Building access policy: Showrooms open to trade only.
Market dates: Spring mkt., April 15-17; Fall mkt. Oct. 28-30.
Passes and other mart details from: Judy Smythe, (206)-284-4460. No passes req.

MARTS



Boyce



THE MARKETPLACE

2400 Market St.
Philadelphia, PA 19103
Tel. No.: (215) 561-5000
Contacts: David M. Boyce, pres.; Kathryn M. Calabrese, gen. mgr.; Beverly S. Hurwitz, asst. mgr.; Kathleen S. Renzetti, dir. lsng.
Operating hours: Mon-Fri.; 9-5.
Building access policy: Showrooms open to trade only; building open to general public.
Market dates: Varieties '83, Apr. 29; Design Assemb., Nov. 11-13.
Special hotel/travel package available. Contact Beverly Hurwitz.
Contract floor, area: lower level under development.
Passes and other mart details from: Kathryn M. Calabrese.



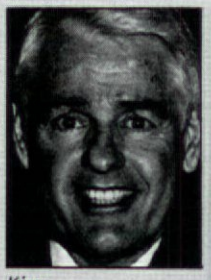
Hurwitz



Calabrese

THE MERCHANDISE MART

Merchandise Mart Plaza
Chicago, IL 60654
Tel. No.: (312) 527-4141
Contact: Thomas V. King, gen. mgr.; Emmett L. Dineen, contract furnishings; Brian Quirk, business products center.
Operating hours: Mon.-Fri.; 9-5.
Building access policy: Showrooms open to trade only.
Contract exhibitor location: computers, 1st fl.; furniture, 8-11 fls.; carpet, 10, 13, 18 fls.
Market dates: LIFE (Largest Intl. Floorcovering Exhibition), Jan. 9-14; NEOCON, June 14-17
Special hotel/travel package available. Contact: (312) 467-1942 - for hotel; (800) 521-0810 for air travel.
Passes and other mart details from: Eva Brandon at central mart number.



King



Dineen





MIAMI MERCHANDISE MART COMPLEX

777 N.W. 72 Ave.
Miami, FL 33126
Tel. No.: (305) 261-2900
Contacts: Robert A. Lefcort, pres.; Michael Sacks, v.p. & gen. mgr.; Wendell E. Ray, v.p. oper.; Lynne Post, leasing agt.; Leslie Goldman, dir. advt. p.r.
Operating hours: Mon.-Fri.; 10-4
Building access policy: Showrooms open to trade only.
Contract exhibitor location: 1st fl.
Special hotel/travel package available. Contact: Super Travel; (305) 266-6020
Passes and other mart details from: above address and tel. no. Buyers must present a permanent I.D. card or two credentials.


Lefcort


Sacks

NEW YORK DESIGN CENTER AT 200 LEXINGTON AVENUE

200 Lexington Ave.
New York, NY 10016
Tel. No.: (212) 679-9500
Contact: George Mann
Operating hours: Mon.-Fri.; 9-5.
Building access policy: Open to trade

OAK LAWN PLAZA

2525 Stemmons
Suite 625
Dallas, TX 75207
Tel. No.: (214) 631-0600
Contact: Marty Swenholt, senior v.p., Vantage Co.
Operating hours: Mon.-Fri.; 9-5.
Building access policy: Showrooms open to trade only.
Market dates: Jan. 16-21; Mar. 3-5.
Passes and other mart details from: Marty Swenholt



MICHIGAN DESIGN CENTER

1700 Stutz Dr., Suite 25
Troy, MI 48084
Tel. No.: (313) 649-4770
Contacts: James Danto, pres; Marvin Danto, chmn. of brd.; Sylvia Coughlin, p.r.
Operating hours: Mon.-Fri.; 9-5.
Building access policy: to trade only
Market dates: March 17, 18; Sept. 22, 23;
Passes and other mart details from: J. Danto. No passes. Professional I.D. req.



OHIO DESIGN CENTER

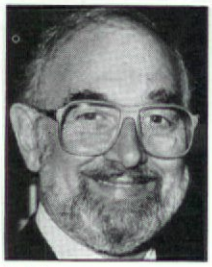
23533 Mercantile Rd.
Beachwood, OH 44122
Contact: Jeffrey Davis, leasing mgr. & prtnr.
Operating hours: Mon.-Fri.; 8:30-5.
Building access policy: Showrooms open to trade only.
Market Dates: To be announced.
Passes and other mart details from: Jeffrey S. Davis. Passes required.

MARTS





Goodwin



Feldman

PACIFIC DESIGN CENTER

8687 Melrose Ave.
Los Angeles, CA 90069
Tel. No.: (213) 657-0800
Contacts: Murray Feldman, exec. dir.; Eugene Scott, chf. fin. offcr.; James Goodwin, dir. p.r.
Operating hours: Mon.-Fri.; 9-5.
Building access policy: Showrooms open to trade only.
Contract exhibitor locations: 2nd fl. plus additional space on other fls.
Market dates: "West Week," Mar. 17-19 "Gateway to the Americas"
Special hotel/travel package available.
Contact: Merrit Travel (213) 624-0111; Randy Terrell (800) 421-9848
Passes and other mart details from: Building Mngmt. Offices (213) 657-0800. Policy: Open bldg., closed shwrms.

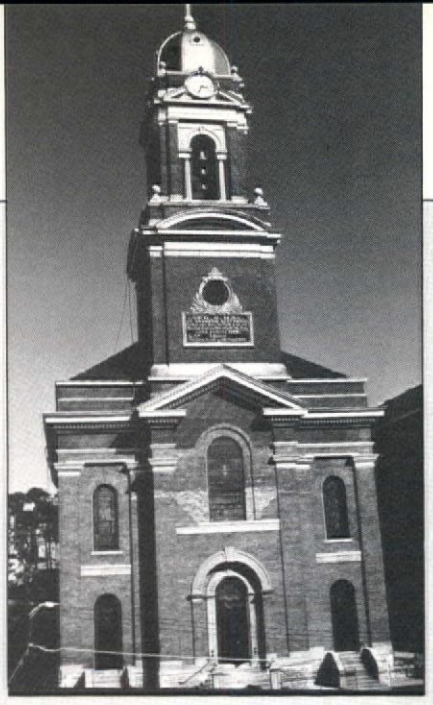


PHOENIX DESIGN PLAZA

4700 North Central
Phoenix AZ 85012
Tel. No.: (602) 266-4700
Contacts: Morris Turken, pres. & owner; Marie B. Schulz, dir. p.r. & leasing mgr.;
Operating hours: Mon.-Fri.; 9-5.
Building access policy: To trade only.
Passes and other mart details from: Marie B. Schulz

SHOWPLACE SQUARE

2 Henry Adams St., No. 301
San Francisco, CA 94103
Tel. No.: (415) 864-1500
Contacts: Idalene Allman, leasing mgr.; Clarellen Adams; Marynell Stone, trade show center mkt. dir.
Operating hours: Mon.-Fri.; 9-5.
Building access policy: to the trade only.
Market dates: Jan. 23-28; July 17-22.
Passes and other mart details from: Martha Thompson.
(Also includes The Showplace!; Galleria/Design Center; Garden Court Building; Showplace Square South: Showplace Square East; Trade Show Center: Gift Center)





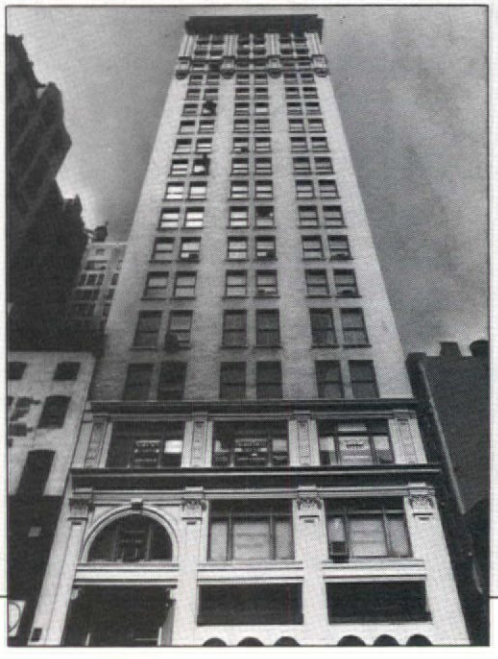
Jim Verdin



Bob Verdin

ST. PAUL'S CHURCH MART

1117 Pendleton St.
Cincinnati, OH 45210
Tel. No.: (513) 579-1922
Contacts: Bob & Jim Verdin, owners; Marta Tovkach, mgr.; Brian L. Barth, coord.; Cinda Reagan, adv./prom.
Operating hours: Tues. - Sat.; 10-5/
Building access policy: open to trade and public
Special hotel/travel package available: contact Marta Tovkach.
Passes and other mart details from: Marta Tovkach. No passes needed.



230 FIFTH AVENUE LIGHTING/ACCESSORIES CENTER

230 Fifth Ave.
New York, NY 10001
Tel. No.: (212) 532-4555
Contacts: Lloyd S. Howard, exec. dir.; Jack Schenker, leasing mgr.; Murray Feiss, pres.
Operating hours: Every business day; 9-5.
Building access policy: trade only.
Market dates: Jan. 9-14; June 26-July 1.
Special hotel/travel packages available. Contract: Blanche Greene (212) 532-4555.
Passes and other mart details from: Blanche Greene. No passes needed.



Preiser

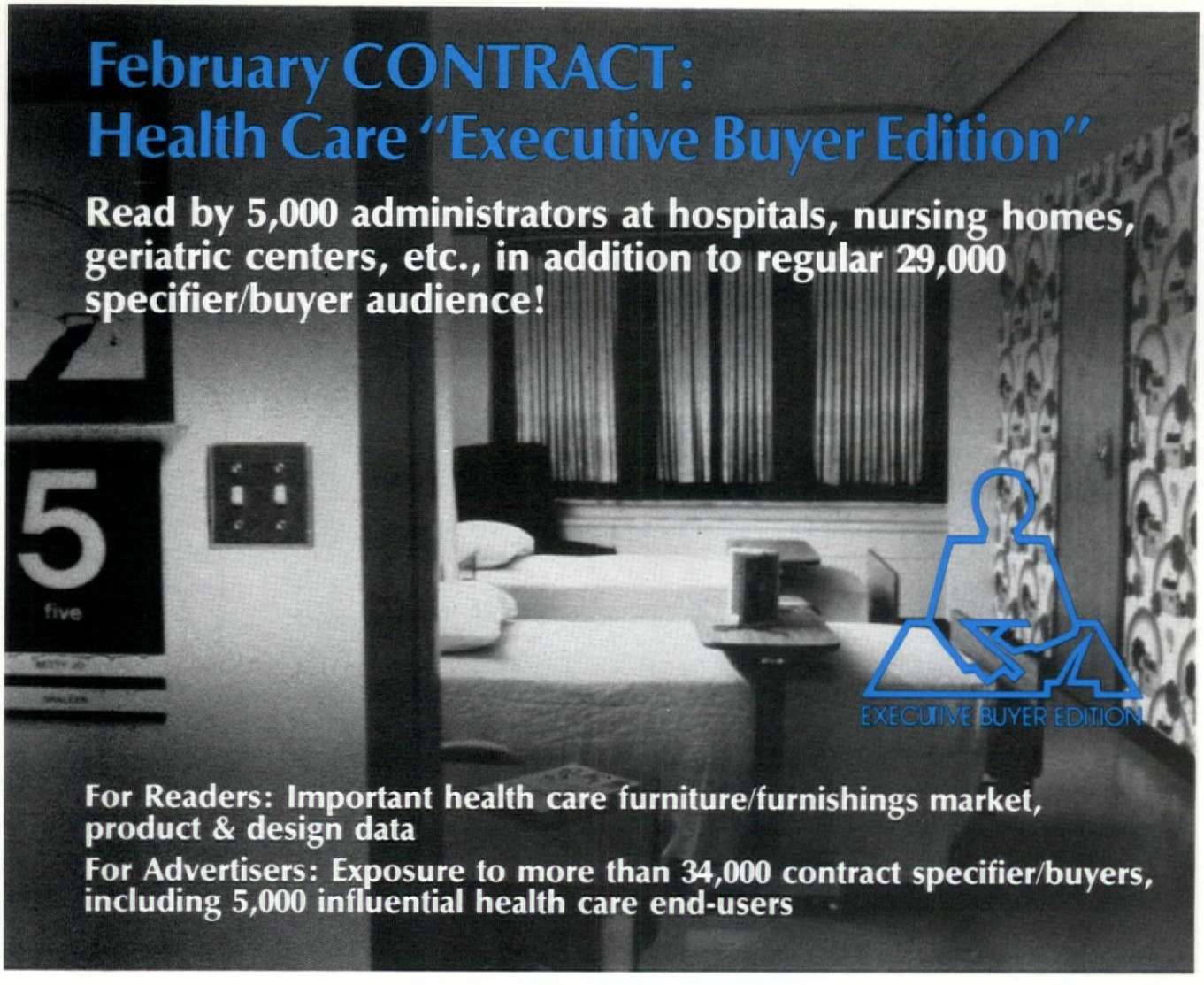


Davis

WESTERN MERCHANDISE MART

1355 Market St.
San Francisco, CA 94103
Tel. No.: (415) 522-2311.
Contacts: Donald M. Preiser, exec. v.p. & gen. mgr.; Deborah Davis, p.r. mgr.; Nancy Good, adm. asst.
Operating hours: Mon.-Fri.; 8:30-5.
Building access policy: Showrooms open to trade only.
Contract floors: Mart 2, flrs. 1-5.
Market dates: Winter Home Furnishings Market, Jan. 23-28; Summer Home Furnishings Market, July 17-22.
Special hotel/travel package available. Contact: Steve Dolcourt
Passes and other mart details from: Rita Derham, dir. pass bureau. Passes req.





The February CONTRACT Health Care "Executive Buyer Edition" brings advertisers, more than 29,000 readers and 5,000 high-level health care executives together to learn more about all aspects of the health care furniture/furnishings market...and offers advertisers exposure to 34,000 key contract purchasing influentials, including important health care end-users...at regular ad rates!

February Ad Deadlines: January 10, orders; January 14, film; January 19, inserts.

Upcoming "Executive Buyer Editions":

April: Hospitality/Restaurants—Specialized contents, plus extra circulation to 5,000 executives at hotels, restaurants, etc. **Space closes March 10.**

June: Government—Government installations, plus extra circulation to 5,000 government purchasing executives. **Space closes May 10.**

August: Commercial Buildings — Remodeling editorial, plus extra circulation to 5,000 commercial building owners and staff executives. **Space closes July 11.**

October: Banks—Top bank projects, plus extra circulation to 5,000 bank presidents and board chairmen. **Space closes Sept. 10.**

November: Offices — Specialized editorial, plus extra circulation to 5,000 large corporation office managers/facility planners. **Space closes Oct. 10.**

December: Store Planning—Practical information, plus extra circulation to 5,000 planners, developers, and managers of stores, chains and shopping centers. **Space closes Nov. 10.**

Contract

A Gralla Publication/1515 Broadway, 24th Floor, New York, NY 10036/212-869-1300

Patcraft Presents: Badische's anatomy of a fiber

Zeftron 500™ ZX
SOLUTION DYED



The new Badische Zeftron 500™ ZX fiber is the best new yarn system available and it makes Patcraft's new Stoney Point, Harwood and Stonewall both beautiful and durable.

Only Zeftron 500™ ZX Nylon has six holes in each pentagonal fiber. This construction deflects the light evenly. The result is Patcraft carpets with uniquely warm, soft colors... locked-in colors that are solution dyed.

Zeftron 500™ ZX Nylon is engineered with EPA-approved antimicrobial protection and has built in permanent anti-shock treatment as well as stain repeller. No wonder these Patcraft carpets are covered by the Badische 10-year warranty.

Choose textured-loop Stoney Point. Choose its coordinate, cut-and-loop Harwood. Or select tight-level loop, Stonewall. All ideal for indoor usage. All of Badische Zeftron 500™ ZX Nylon.

Contact your Patcraft Sales Representative for color samples and more fiber information.

Badische

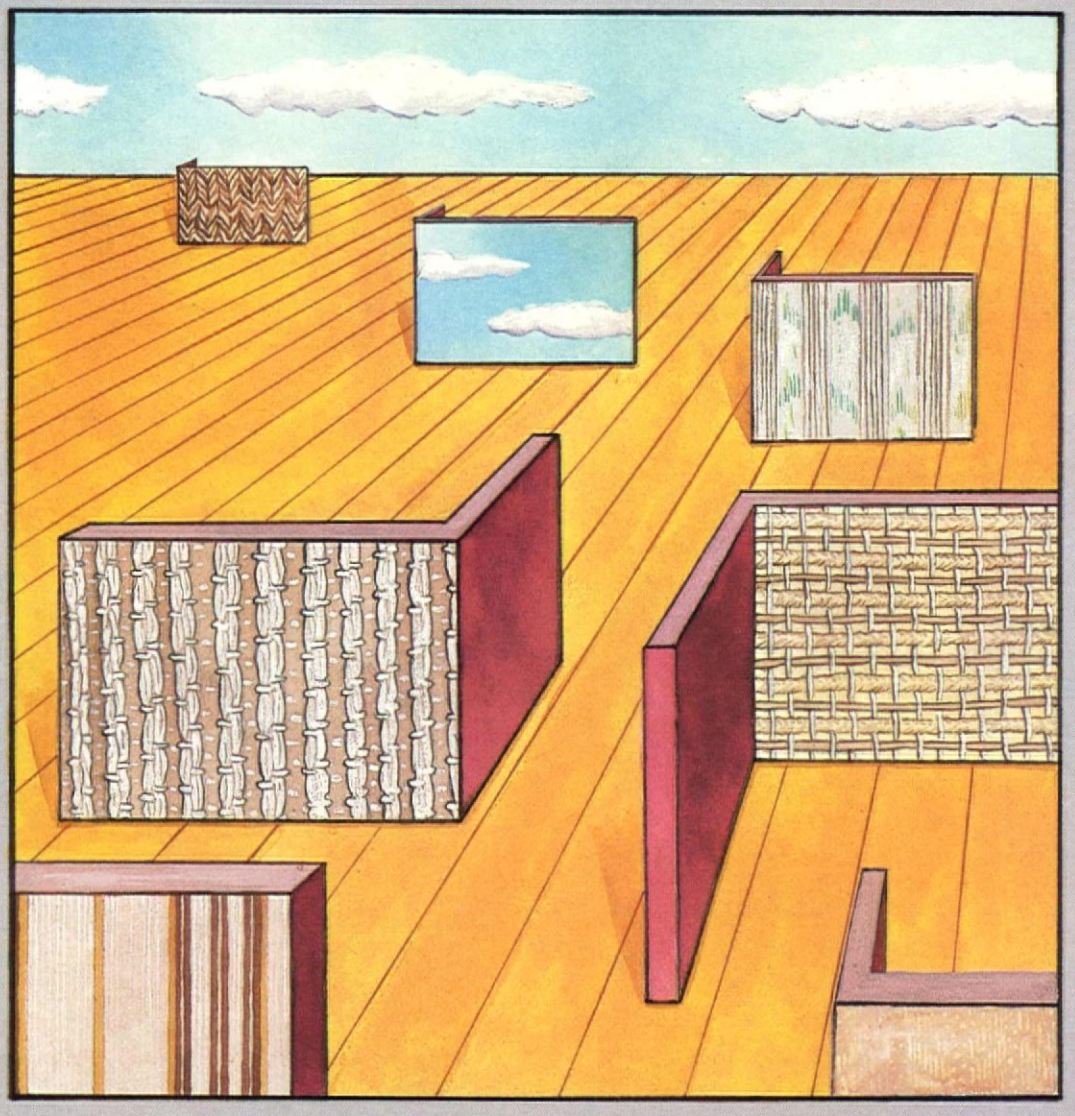
Patcraft MILLS INC.

Box 1087 • Dalton, Ga. 30720

Circle 40 on reader service card

WALLTERNATIVES

CLASS A WALL COVERINGS



ARCHITEX INTERNATIONAL™

Circle 39 on reader service card

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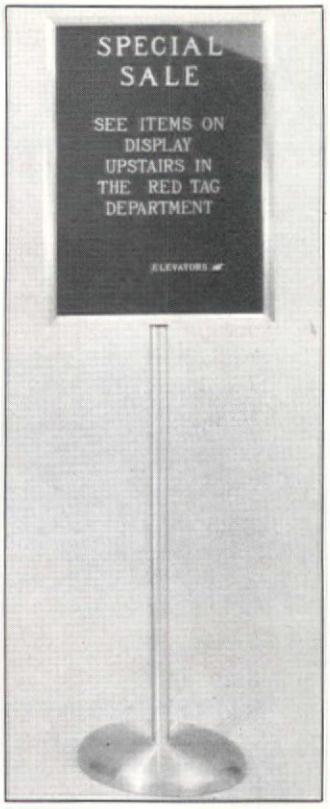
Plymold Booths



Sanspray



Clean City Square

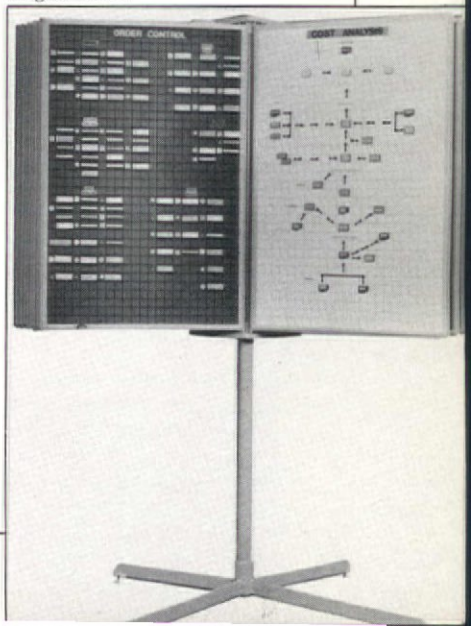


Glaro



BPC

Magna Visual



Plymold Booths—Brown and white marble-effect outdoor seating is constructed of weather-resistant molded fiberglass with reinforced polyester resins. Finish is durable for year-round outdoor service. Seats and table tops are available in four additional colors. Frame choices are black, brown, or white. **Circle No. 200.**

Glaro—Tamper-resistant, all-aluminum sign frames and open or closed message boards can be wall mounted, free-standing, or attached to counters. Various finishes are available and orders can be shipped within 24 hours. **Circle No. 202.**

Sanspray—Natural stone signs are composed of a standard substrate of ⅜-in. APA exterior graded plywood and ¼-in. CAB. Available in nine colors and four textures. **Circle No. 204.**

Clean City Square—Modular bench planters can be installed easily indoors or outdoors. Each bench consists of an oak or fir seat attached to two medium or large plastic lined planters. Aggregate mosaic stone, routed wood, custom materials, and silk-screening with logo or message are available. **Circle No. 201.**

BPC—Stainless steel fire code elevator call plate has ash receptacle. Overall size of unit is 16- by 22-in. Ash receptacle has depth of 5 in. and height of 4¼ in. **Circle No. 208.**

Magna Visual—Double-sided swinging panels can be designed in a choice of gridded magnetic surfaces including steel porcelain, chalkboard green, non-chalkable gray, and black finishes. Tackboard filler panels are also offered. **Circle No. 207.**

How to Computerize Your Design & Planning

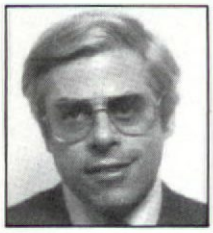
Sponsored by Gralla Publications' CONTRACT and FACILITIES DESIGN & MANAGEMENT Magazines

March 2, 1983
Dallas Market Center
Dallas, Texas

If you are seriously considering computerization for your design, drafting and/or planning firm, this seminar will:

- help you determine if you really need a computer system
- provide you with a step-by-step guide to obtaining the right hardware/software system for your operation.

Seminar Leader
Robert L. Engel



Robert L. Engel is President of R. L. Engel & Associates, Chatham, NJ, which is a consulting firm specializing in computer applications to facilities management, design, and furniture and furnishings management.

Mr. Engel was formerly associated with Environmental Research & Development Inc., as executive vice president; Resource Dynamics, Inc., as vice president of operations and systems development; Environetics International, as project director; and the Architects Collaborative—Johnson & Burgee, Minoru Yamasaki, Swanke Hayden & Connell—as architectural project manager.

In addition, Mr. Engel is a registered architect in New York, New Jersey, Connecticut and Pennsylvania, and is certified by the National Council of Architectural Registration Boards. He holds professional membership in American Institute of Architects, National Computer Graphics Association, World Computer Graphics Association, SIGGRAPH, New York Society of Architects and American Planning Association.

A well-known author and lecturer, Mr. Engel has been awarded a B.A. in Art History from the City College of New York, an M.S. in Computer Graphics from Massachusetts Institute of Technology, and an Architectural Certificate from the Boston Architecture Center.

Seminar Outline

I. INTRODUCTION
- What Computerization Means to Design & Planning Industries
- What It Can Accomplish

II. SIX CATEGORIES OF SYSTEMS CURRENTLY ON THE MARKET
- What they are—Computer-Aided Design/Drafting Systems, Computer-Aided Building Management & Maintenance Systems, Office Automation Systems, Inventory Control Systems, Real Estate Management Systems, and Computer-Aided Planning Systems
- Their Functions—Limitations and Benefits
- Their Costs
- Corporate Usage/Experience with Systems

III. THE EVALUATION PATH TO COMPUTERIZATION

Discover how to:
- Investigate the Possibility
- Define Needs
- Develop Outline Specifications
- Identify Vendor Community
- Request and Analyze Information
- Determine Cost Parameters
- Analyze Cost Benefits
- Develop Request for Proposal —Vendor guarantee of cost and performance of system
- Implement —Test product/train staff/ document

IV. CASE STUDY
- Find out—in advance—how other companies became computerized; how they began; benefits/pitfalls; "real" costs

V. QUESTIONS & ANSWERS
- Ample time will be allotted to answer questions and address your specific needs

REGISTRATION INFORMATION

To register, simply fill out this registration form or call Hilary Plunkett, toll free at 800-223-6767 or 212-869-1300. Registration fee is $95 which includes admission to full-day seminar and take-home materials.

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(Treasury Regulation 1-162-5 permits an income tax deduction for educational expenses in association with one's employment.)

Make checks payable to Gralla Conferences and mail coupon to Gralla Conferences, 1515 Broadway, New York, NY 10036.

Circle 42 on reader service card

Now your signage can be made and updated in minutes. Right in your office.



Introducing Kroy® Signage Systems.

The look is very expensive. The cost is very economical. Because Kroy® technology has developed a signage system using Kroy lettering subsurfaced in a modular display unit. Easy and economical to produce and update right in your office. For desks, doors, walls and more. Kroy signage systems—the professional way to identify names and room numbers, to display directions and information. It only looks expensive.

Convenient • Signs can be made and updated in minutes by anyone in your office.

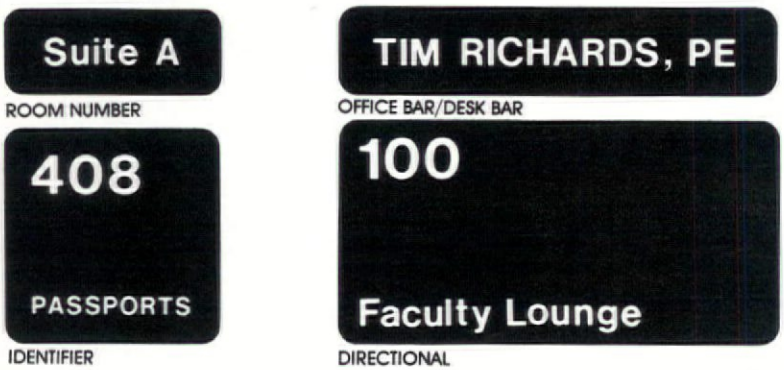
Durable • A non-glare acrylic lens snaps securely into the molded polystyrene frame, giving your messages subsurface protection from damage or defacing.

Attractive • Kroy's unique modular Signware™ line provides a wide choice of color combinations to complement and coordinate any decor.

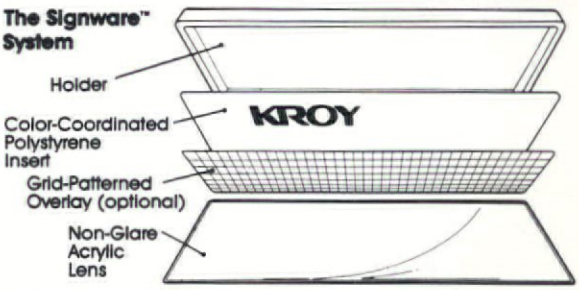
Lettering for your Kroy Signware™ can be done in your office with a Kroy lettering machine. Or, if you prefer, Kroy will letter your signs for you.

For more information, complete and mail the coupon, or call our handy Toll-Free number.

Kroy Signware™ is available in many sizes for a variety of applications.



Circle 43 on reader service card



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KROY

☐ Please send me a copy of Kroy's signage systems brochure.

☐ Please have a Kroy Representative call to arrange my no-obligation demonstration of Kroy's signage systems and the Kroy lettering system.

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Company_____ Address_____

City_____ State_____ Zip_____

Phone_____
We must have your phone number to complete your request.

Kroy Inc.
P.O. Box 43716, St. Paul, MN 55164

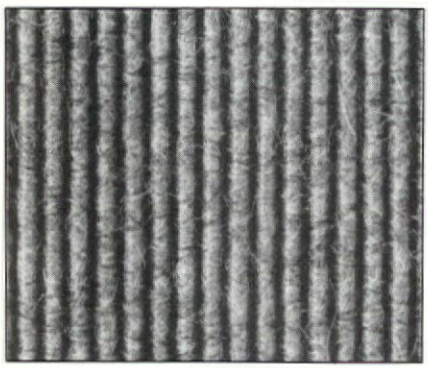
1824

Headlines set in Kroy® Lettering.
Kroy® and Kroy Signware ™ are trademarks of Kroy Inc.



Pull fixtures offer clean, geometric lines

HD8000 series is a collection of doorpulls offered in geometric shapes and nylon on aluminum or custom finishes. From **Forms & Surfaces,** selection of pulls is part of the Omni Hardware Group. **Circle No. 287.**



Wallcovering aids noise absorption

Acousticord by **Eurotex** is a ribbed wallcovering which absorbs sound and meets strict fire codes. Product was recently specified for steel doors in San Francisco's Moscone Convention Center. Matching carpet is offered in 39 shades. **Circle No. 289.**



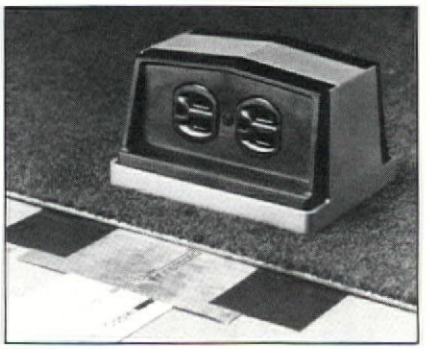
Central locking system standard on desk

Heritage Series desk 8010 from **Executive Furniture Inc.** has standard central locking mechanism. Offered in walnut veneer, desk comes with plastic or hand-rubbed lacquered wood tops. Center drawer is on metal suspension and both file drawers have double filing capacity with full extension runners. Writing arm slides and solid hardwood base are standard. **Circle No. 291.**



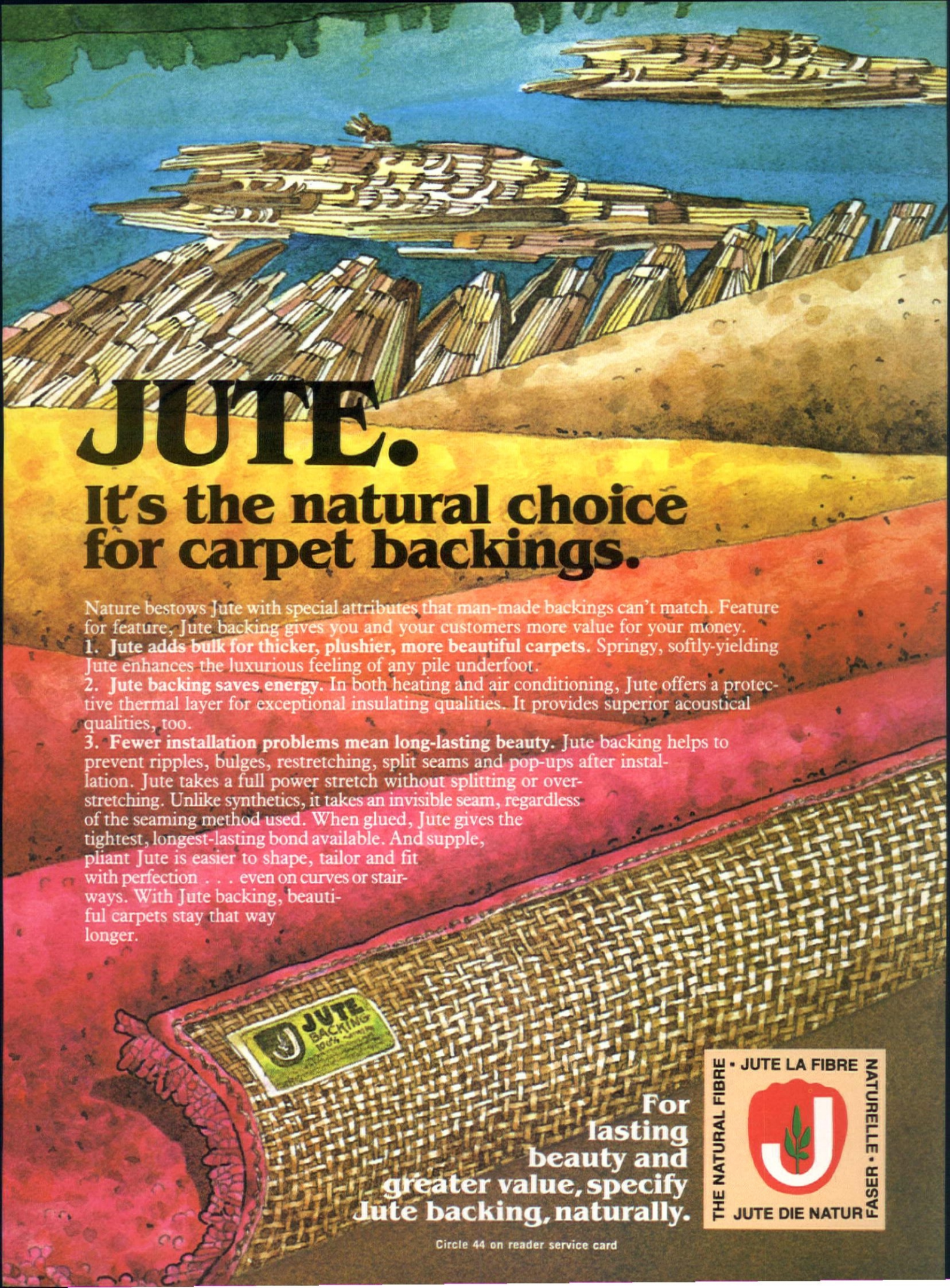
Ergonomic design tilts automatically, adjusts via lever

Seating from **Hamilton Sorter Co.** allows operators to establish proper work positioning with backrest tilt and pneumatically adjusted height. Five-star base has U-shape for added strength. Nylon casters lock for safety. Chair carries two-year guarantee. **Circle No. 288.**



Flat wire meets open plan needs

Fantom Flex™ under carpet wiring system from **The Wiremold Co.** is made for use in open plan spaces. Cable makes 90-degree turns with a single fold. Product is UL listed. **Circle No. 290.**


JUTE.
It's the natural choice for carpet backings.
Nature bestows Jute with special attributes that man-made backings can't match. Feature for feature, Jute backing gives you and your customers more value for your money.
1. Jute adds bulk for thicker, plushier, more beautiful carpets. Springy, softly-yielding Jute enhances the luxurious feeling of any pile underfoot.
2. Jute backing saves energy. In both heating and air conditioning, Jute offers a protective thermal layer for exceptional insulating qualities. It provides superior acoustical qualities, too.
3. Fewer installation problems mean long-lasting beauty. Jute backing helps to prevent ripples, bulges, restretching, split seams and pop-ups after installation. Jute takes a full power stretch without splitting or overstretching. Unlike synthetics, it takes an invisible seam, regardless of the seaming method used. When glued, Jute gives the tightest, longest-lasting bond available. And supple, pliant Jute is easier to shape, tailor and fit with perfection . . . even on curves or stairways. With Jute backing, beautiful carpets stay that way longer.
JUTE BACKING
For lasting beauty and greater value, specify Jute backing, naturally.
THE NATURAL FIBRE • JUTE LA FIBRE NATURELLE • JUTE DIE NATURFASER
Circle 44 on reader service card



Panels offered in curved, viewer, electrified models

Harmon, div. of Coastcraft, markets open plan panel systems with raceway provisions for pre-electrification. Components come in freestanding or suspended types. All panels have oak hardwood caps and come in curved, see-through, or pass-through varieties. Shipped completely assembled with connecting hardware attached, units are easy to install. Wood and fabric panel options for the "Command" system are available. A wide range of widths and heights are offered. **Circle No. 283.**



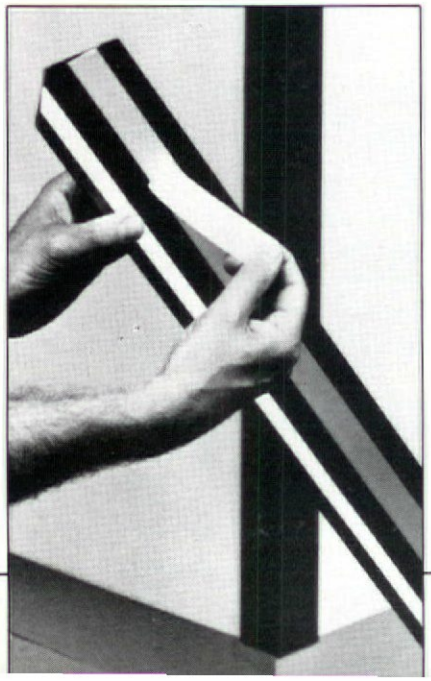
Rods & moldings hold pictures on partitions

Hook-on moldings and hook-over rods from **Walker Systems** make picture hanging devices adaptable to open plan partitions. Open plan work areas can now be personalized with artwork or graphics without using tacks, clips, or other methods. Various hook accessories hold framed art, matted works, and unmounted materials. Clear acrylic, plated steel, or fiberglass are offered for hanger rods. **Circle No. 286.**

Planter mats protect surface

Protective planter mats for floors, furniture, and other surfaces are available from **Plantscape Accessories.** Clear acrylic "Pleximats" resist continuous condensation, allowing free air flow for maximum protection. Pillar legs are offered in 1-, 2-, or ½-in. heights with cap leg styles available to protect furniture. Standard sizes range from 3- to 20-in. diameters. Custom sizes are offered. **Circle No. 285.**

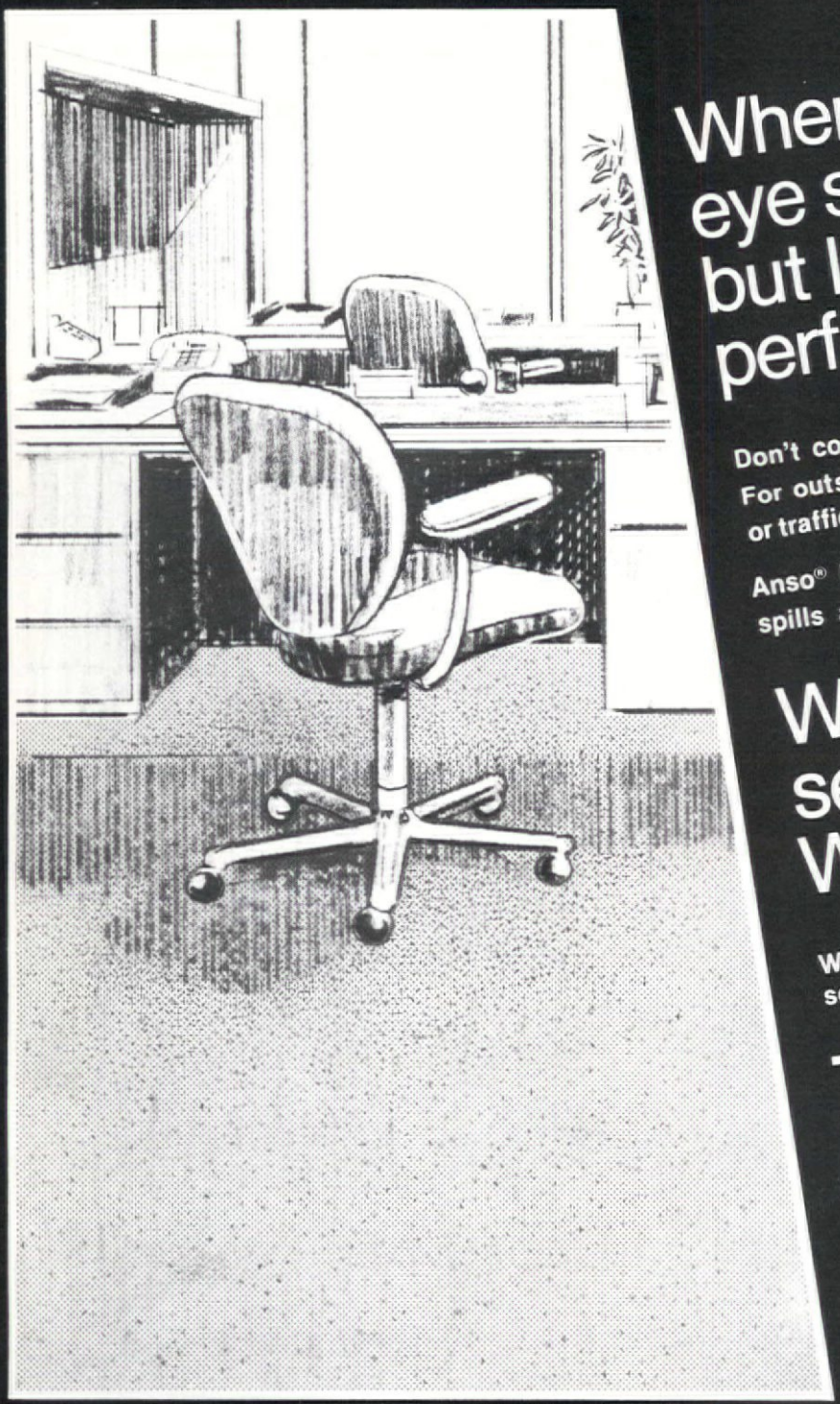




Corner damage prevented by PVC application

Protection for corner wall surfaces is now possible with impact-resistant PVC "Corner Guard" stripping. Manufactured by **Tepromark International,** PVC guard carries a built-in adhesive for peeling and applying to smooth wall surfaces. Product measures 2⅛- by 2½- by ⅛-in. thick or 1½- by 1½- by ⅛-in. thick. Offered in various lengths, vinyl comes in white, charcoal gray, beige, and dark brown. **Circle No. 284.**

BARBER TWIST and DESIGNER IV by whitecrest



When your eye says beauty, but logic demands performance ...

Don't compromise. Specify Anso® IV nylon. For outstanding beauty equal to any end-use or traffic demand.

Anso® IV nylon actually resists soil, spills and stains other fibers try to hide.

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BARBER TWIST DESIGNER IV

Circle 64 on reader service card



LINE OF 62 COLORS COVERS EIGHT THEMES

"Predictions," a contract fabric from **Formoco International Corporation Ltd.**, is styled in 62 colors covering eight environmental themes. Designed by Yale Forman Designs, coordinating themes for contract specification include Mid-Day Brights, Evening Classics, Sea and Stone, Field and Forest, Timber Tones, Indian Harvest, Morning Lights, and Drifting Sands. Line is available through several major distributors and Johnny Keeton Studios, New York. **Circle No. 247.**



MURALS BRING NOSTALGIC ERA TO DESIGN

Berkey K & L Custom Services, New York, developed two 6- by 22-ft. 3M Scanmurals for a recently opened Loews Theater. Patrick Casey was commissioned to paint oil portraits of 10 celebrities which could then be photographed and scaled to size for the mural. Color scanner and spray guns at 3M created the backdrop for the portraits. Technique may be applied to various materials and murals may be treated for fire retardancy and washability. **Circle No. 248.**



'SOF TECH' APPEAL IN COATED SPRINGS

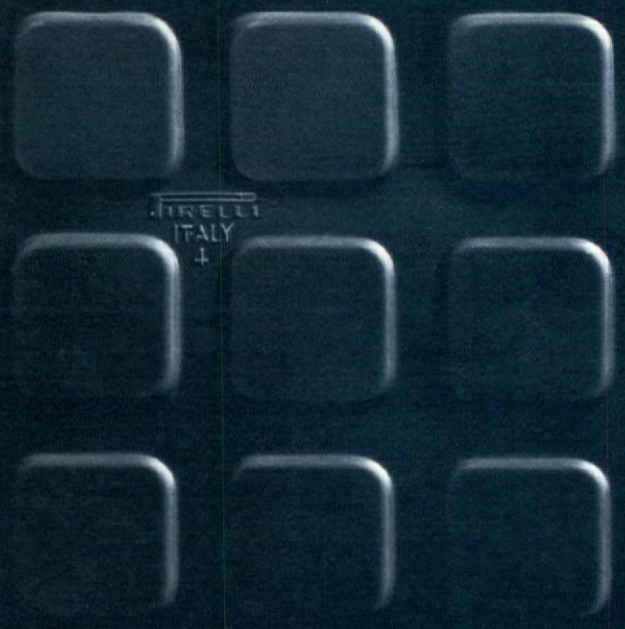
Sof Tech™ chair from **Thonet** has eye-catching appeal in coated spring system of polished chrome or powder. Designed by David Rowland, chair frame and seat/back members are offered in a variety of colors and with upholstery sleeves for seat and back. Both standard and counter heights are available. **Circle No. 251.**



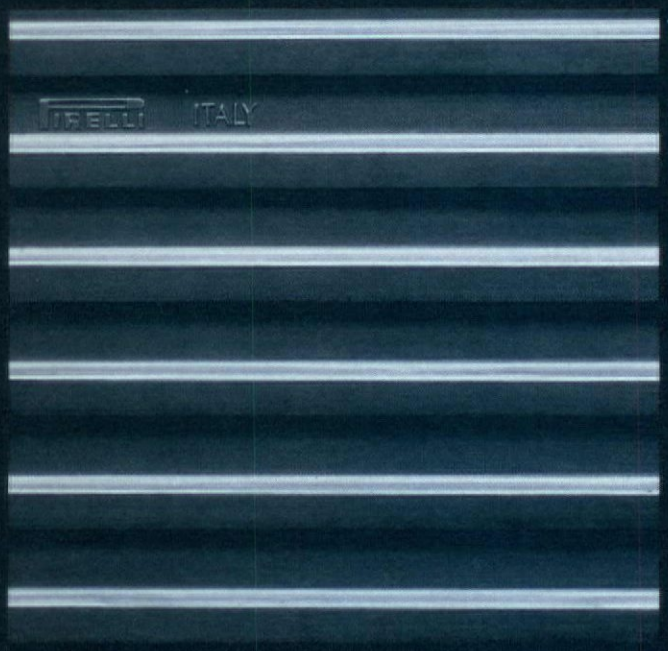
MARBLE GLAZED TILE IS STAIN-RESISTANT

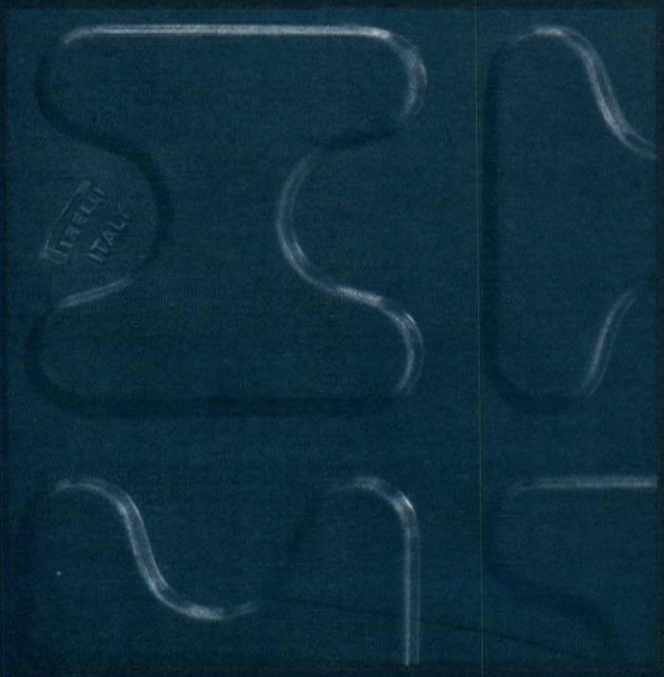
Renaissance II, a line of marbled glazes for walls and counters, is both acid- and stain-resistant. Ivory, blue, gold, dark gold, and tan are available with harmonizing grout and trim. Glossy sheen of glaze makes it a stand-out in commercial applications. Tile is a product of **American Olean Tile Company. Circle No. 265.**

Jason/Pirelli









High Performance—Four on the Floor
Beauty and durability in four original rubber flooring designs by Pirelli, the reference standard. From Jason Industrial, the industry standard for service and performance.

Jason Industrial, Inc.
Rubber Flooring Division

340 Kaplan Drive, Box 507
Fairfield, NJ 07006
Telephone 201 227 4904

Circle 60

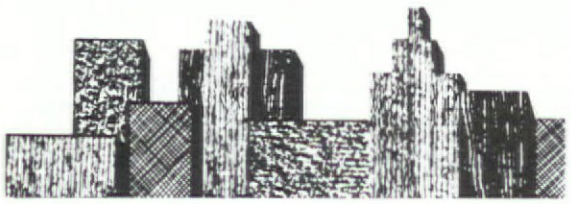
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rugs and carpeting,
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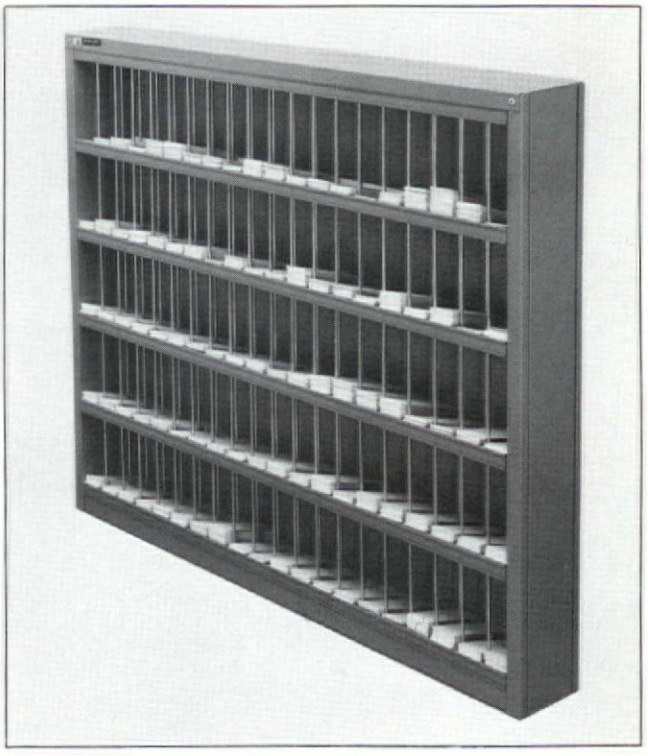
Circle 45 on reader service card

PRODUCTS & SERVICES



WOVEN PATTERNS VARY IN BERBER RUGS

Berber wool Spanish rug collection from **Eurotex** comes in four qualities—Tetuan, Izmir, Polar, and Nankin—and sizes ranging from 2- by 4-ft. to 8-ft., 4-in. by 11-ft., 8-in. Designs offered are contemporary, traditional, and oriental. White, cream, and beige colorations are also available.
Circle No. 264.



CABINETS AID MAIL LABEL ORGANIZATION

Line of label cabinets for mail sorting procedures are from **Viking Metal Cabinet Company**. BF100 unit (shown) has 100 openings and a capacity of 300 labeling tags per opening.
Circle No. 278.



Decorative Arts Center

305 East 63rd Street, New York, N.Y. 10021

The Decorative Arts Center has diversified showrooms offering the residential and contract designer an outstanding selection of distinguished merchandise consisting of contemporary and traditional furniture, lighting and accessories.

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Innovations In Design. 212-755-6300

Dunbar
The Ultimate Expression of Good Taste.
212-838-8718

DUX
Contemporary Furniture for Contract and Residential Use. 212-752-3897

Empire State Chair Co.
Commercial Contract Furniture—Chairs, Tables and Banquettes. 212-421-9470

Ficks Reed
Rattan Furniture and Accessories for Leisure Living. 212-TE 8-2260

ICF, Inc.
Modern internationally-designed furniture for contract and residential use and Unika-Vaev, modern upholstery fabrics. 212-750-0900

Kittinger
Reproductions of Distinguished 18th Century Mahogany Furniture.
212-832-8530

Lighting Associates
Contemporary Lighting, Lamps and Crafts.
212-751-0575

Mansfield Manor
Manufacturers of Contemporary and Traditional Furniture and Accessories.
212-755-8330

Naomi Gale
Wall Systems, Contract & Residential.
212-421-2118

Edward Pashayan & Co., Inc.
Fine French Reproductions and Compatible Contemporary Furniture.
212-753-6507

Peter Scalia
Reproductions and Antique Accessories. Residential and Contract. 212-759-3943

Smith & Watson
Makers and Importers of Fine English Furniture. 212-355-5615

Thonet
Manufacturers of Contract Furniture since 1830. 212-421-3520

Trouvailles
French, English Reproduction, Antiques and Decorative Accessories.
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Wycombe, Meyer
Furniture, Upholstered, Steel, Plexiglas, Wood-Contemporary, Traditional. 212-753-2010

Circle 46 on reader service card



SITTING PRETTY

You can use just about any desk for a computer terminal stand. But with CF&A, you're sitting pretty. Our full range of desks, workstations, and terminal stands are designed to accommodate a variety of computer equipment. Choose from our Classic Series desks, DR Series desks and enclosures, specialty items like our Apple II desk, or a universal printer stand. You'll be sitting pretty with attractive color selections, durable construction, versatile configurations, useful options, competitive prices, quick delivery, and personal service. It's our way of doing business.

CF&A

Computer Furniture and Accessories, Inc.
1441 West 132nd Street
Gardena, CA 90249
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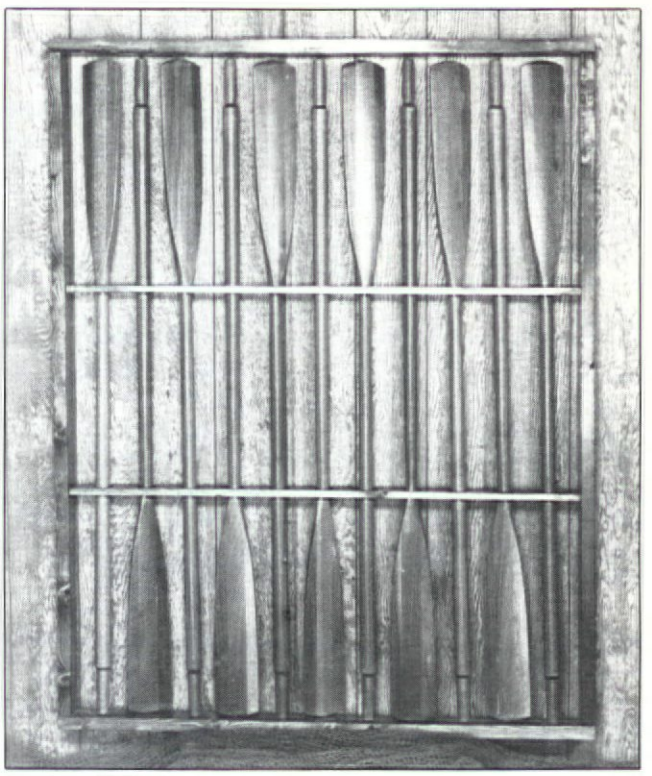
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PRODUCTS & SERVICES



MEIER COLLECTION IS STRONG SHOWING

Shown at Designer's Saturday by **Knoll International Inc.**, the Richard Meier collection consists of wood chairs finished in white or black lacquer. Matching items include conference/dining tables, coffee table, stools, and chaise lounge. **Circle No. 263.**



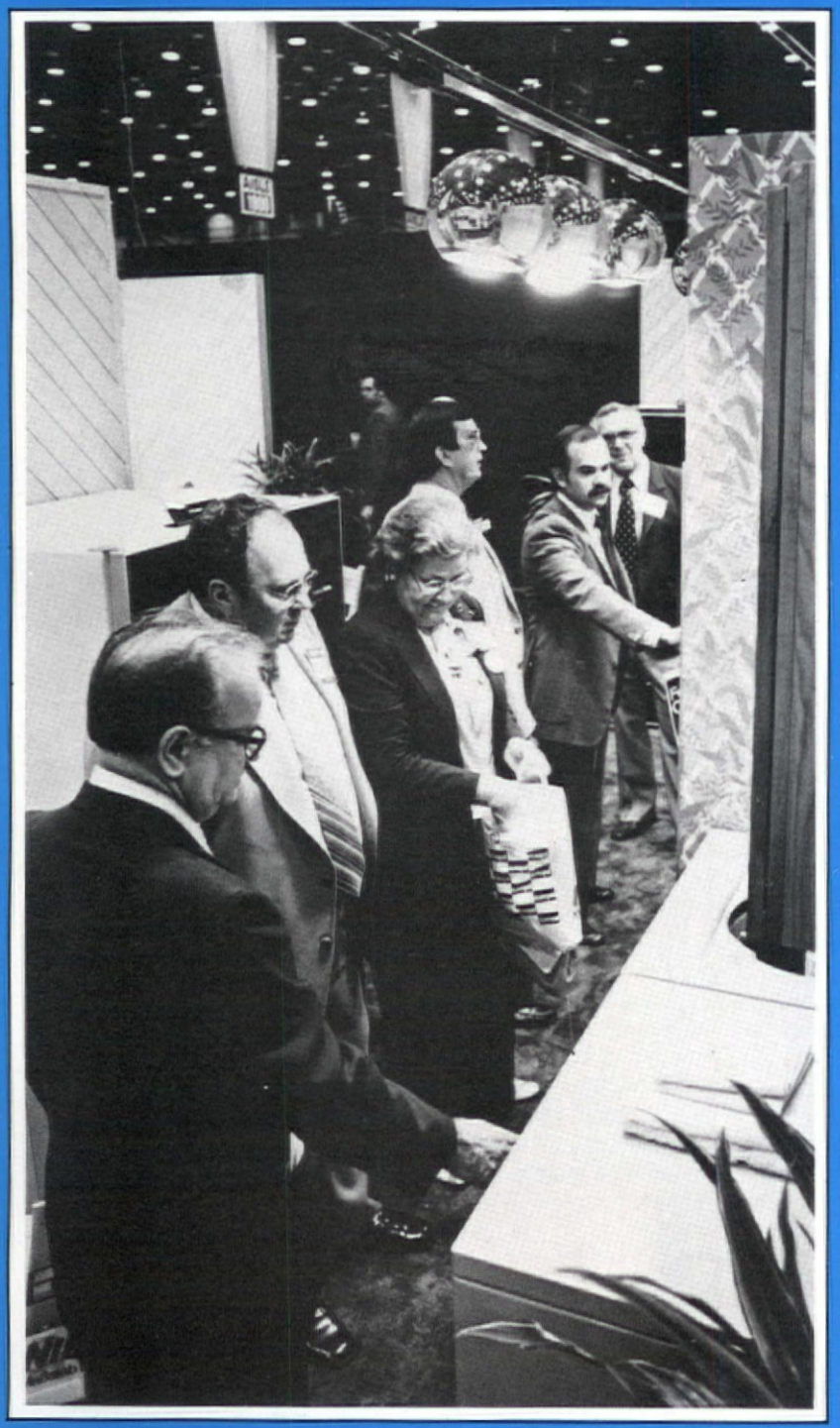
DIVIDE SPACE ON A NAUTICAL NOTE

"Oars" room/space divider offers a nautical option for interior planning. From **Kimric Products Inc.**, unit is available in three heights ranging from 6-ft., 3-in. to 8-ft., 3-in. Custom finishing to any length and color is offered. **Circle No. 253.**

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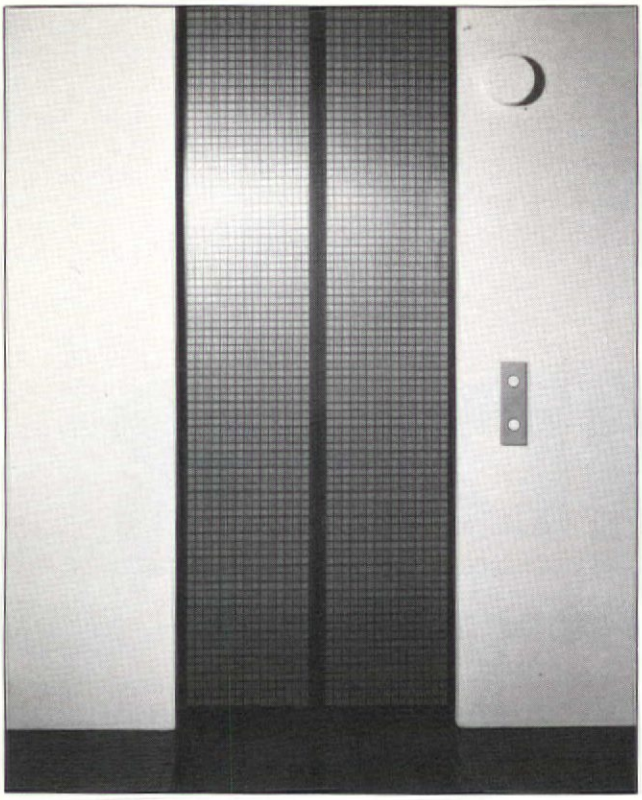
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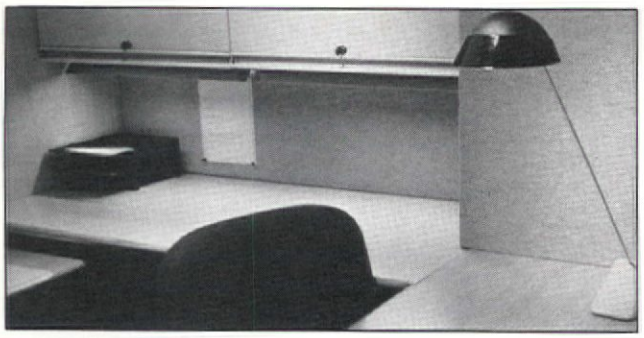
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This advertisement is a contribution by this publication through the FIDER Development Task Force.



SHED NEW LIGHT ON STORE DISPLAYS

Store displays take on a new look when paired with hand-blown glass table lamp from **Koch & Lowy Inc.** Bulb inside base casts an unusual glow while showing base etching. White glass or muslin pleated shades are available. Other applications include hospitality settings and offices.
Circle No. 258.



ACOUSTICAL PANELS JOIN OPEN PLAN LINE

Atelier International Ltd. has added acoustical panels to its Marcatre open plan furniture system. Panels offer sound-absorbing qualities as well as tack surfaces. Panels are Class A fire-rated, have Velcro non-mar attachments, and come in the firm's own fabrics, DesignTex coverings, or COM.
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PermaGrain® acrylic impregnated wood flooring has a wear guarantee of 20 years from date of registration and installation. Warranty stipulates guarantee against wearing out under normal commercial conditions when maintained in accordance with the firm's standard procedures and products.
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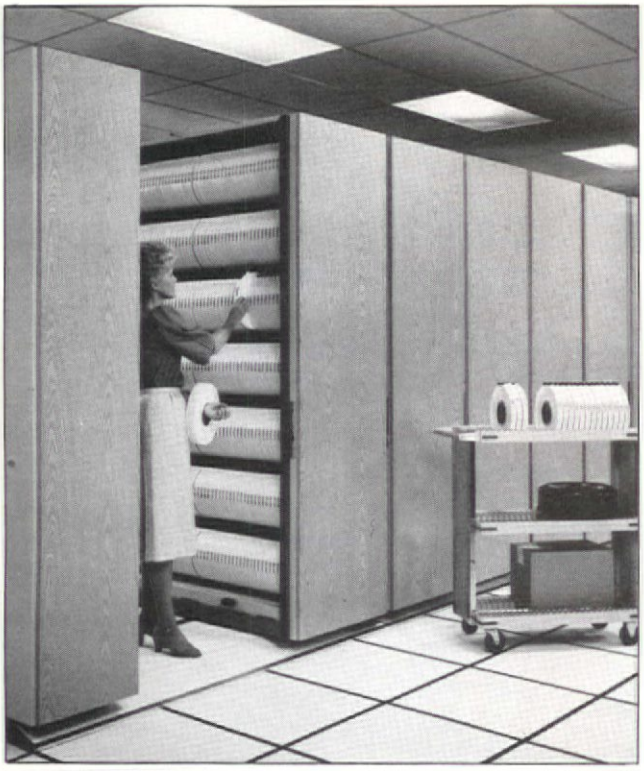
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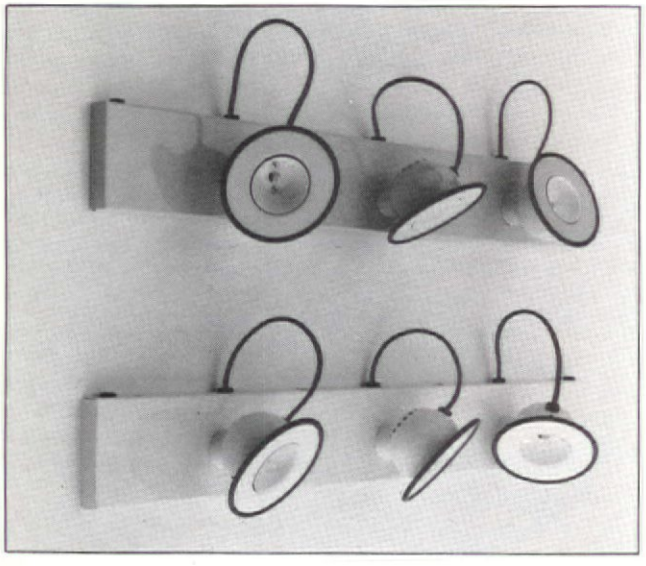
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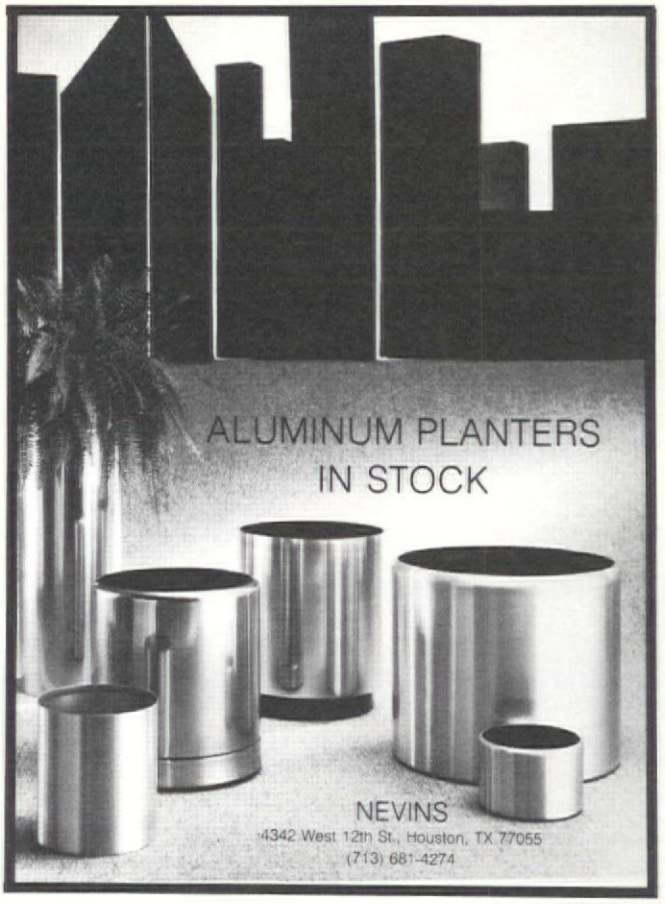
"Magic Aisle 800 Systems" hold books, ledgers, microforms, hanging tape seals, disk packs, or hanging printouts in a high-density system with immediate access. Manual system has recessed handhold for movement, mechanical system provides moving assistance, and electronic system offers immediate access by touch control. From **Acme Visible Records Inc.**, storage groupings are available in various finishes. **Circle No. 262.**



LOW VOLTAGE LIGHT MOUNTS ON WALL, RAIL

Halogenous low-voltage reflector system is of lacquered metal with closing profile of black rubber. Available from **Stilnovo**, "Minibox" light comes on rail, ceiling, or wall variant in single or multiple fixtures. Reflector is fastened by magnets. **Circle No. 269.**

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Circle 53 on reader service card

Circle 54 on reader service card



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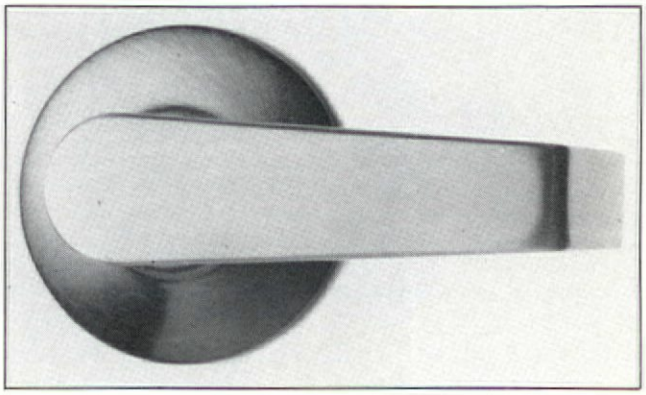
1. Title of publication: CONTRACT 1A. Publication no.: 00100107832 2. Date of filing Oct. 8, 1982 3. Frequency of issue: Monthly 3A. No. of issues published annually: 12 3B. Annual subscription price: $14.00 4. Location of known office of publication: 1515 Broadway, New York, New York 10036. 5. Locations of the headquarters or general business offices of the publishers: (Same as 4) 6. Name and complete address of publisher, editor, and managing editor. Publisher: Len Corlin, 1515 Broadway, New York, New York 10036. Managing Editor, Roberta S. Walton, 1515 Broadway, New York, N.Y. 10036. 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a nonprofit organization, its name and address must be stated.) (Item must be completed) Gralla Publi cations, 1515 Broadway, New York, New York, 10036. Milton Gralla, 1515 Broadway, New York, New York, 10036. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities (If there are none, so state) None 9. For completion by nonprofit organizations authorized to mail at special rates (Section 411.3, DMM only) The purpose, function, and nonprofit tax purposes (Check one) ☐ Has not changed during preceding 12 months ☐ Has changed during preceding 12 months (If changed, publisher must submit explanation of change with this statement.) 10. Extent and nature of circulation A. Total No. Copies (Net press run) Average no. copies each issue during preceding 12 months: 36,828. Actual no. copies of single issue published nearest to filing date: 39,085. B. Paid circulation 1. Sales through dealers and carriers, street vendors and counter sales. Average no. copies each issue during preceding 12 months:—Actual no. of copies each issue published nearest to filing date:—2. Mail subscriptions. Average no. copies each issue during preceding 12 months: 1,992. Actual no. copies of single issue published nearest to filing date 1,919. C. Total paid circulation (Sum of 10B1 and 10B2). Average no. copies each issue during preceding 12 months: 1,992. D. Free distribution by mail, carrier or other means samples, complimentary, and other free copies: Average no. copies each issue during preceding 12 months: 29,250. Actual no. copies of single issue published nearest to filing date: 30,152. E. Total distribution (Sum of C and D) Average no. copies each issue during preceding 12 months: 31,942. Actual no. copies of single issue published nearest to filing date: 32,071. F. Copies not distributed 1. Office use, left over, unaccounted, spoiled after printing. Average no. copies each issue during preceding 12 months: 4,886. Actual no. copies of single issue published nearest to filing date: 7,014. Return from news agents Average no. copies each issue during preceding 12 months:—Actual no. copies of single issue published nearest to filing date:—G. Total (Sum of E, F1 and 2—should equal net press run shown in A) Average no. copies each issue during preceding 12 months: 36,808. Actual no. copies of single issue published nearest to filing date: 39,085. 11. I certify that the statements made by me above are correct and complete. (Signed, James Fischer, Circulation Director)

PRODUCTS & SERVICES



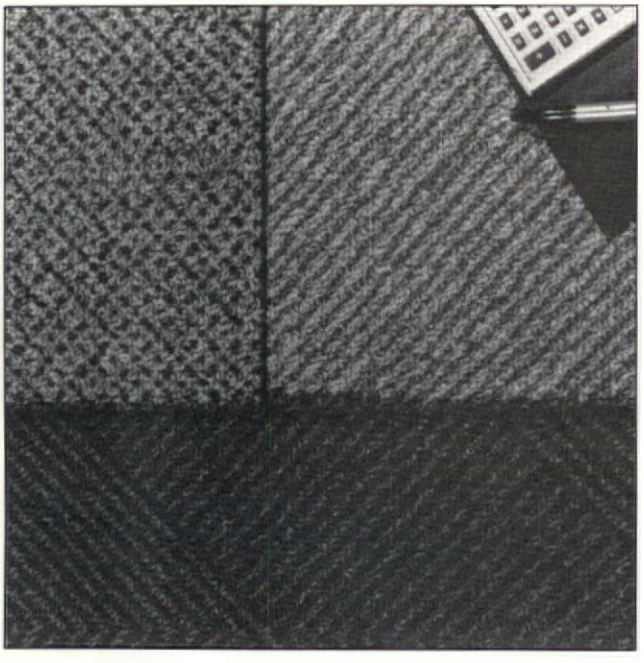
NEW U.S. FIRM MARKETS GERMAN SEATING

International Furniture Systems, 125 Greenwich Ave., Greenwich, Conn., a newly formed contract firm, markets a German-manufactured line of seating. Solid cushion articulation prevents cross pleating. Available in mahogany, rosewood, ash, walnut, and wenge-stain woods, cushion may be upholstered with leather or fabric. Brake system and gas cylinder allow easy height adjustment. Chair line, developed in 1974, is specified in all German embassies and consulates. **Circle No. 252.**



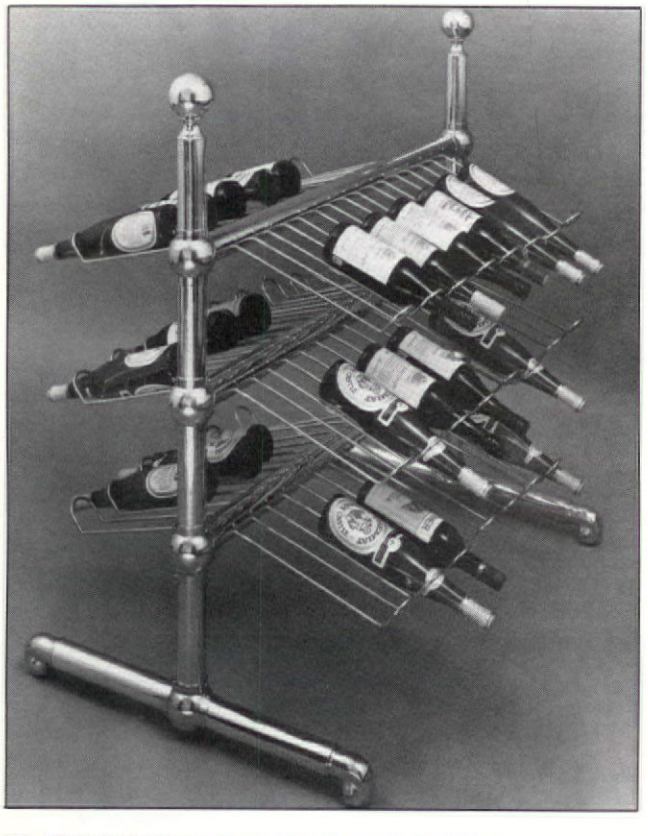
USE CYLINDRICAL LOCK WITH LEVER HANDLE

Contemporary design by **Arrow Lock Corporation** shows in this lever handle. Product works with 150 series cylindrical locks from the firm. Various finishes are available. **Circle No. 272.**



TEXTURES CREATE APPEAL IN CARPET TILES

Milliken Contract Carpets, adding three patterns to its line of loop pile modular carpet, has developed interesting effects with texture variations. Called Commerce Square, carpets are made of DuPont Antron XL nylon and are treated with MilliGuard® protector. **Circle No. 277.**



BRASS WINE RACK PERMITS BOTTLE DISPLAY

Designed for restaurants or gourmet retail areas, wine rack is made of brass. Item is manufactured by **Ship N' Out**. **Circle No. 270.**

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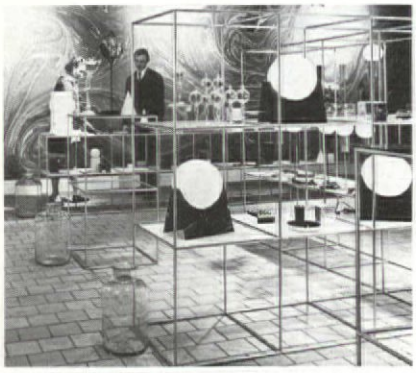
Tubular steel
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for store fixtures, displays
and exhibits

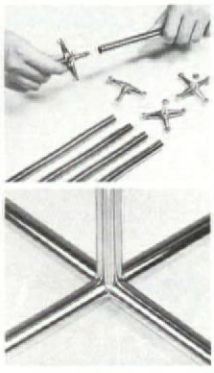
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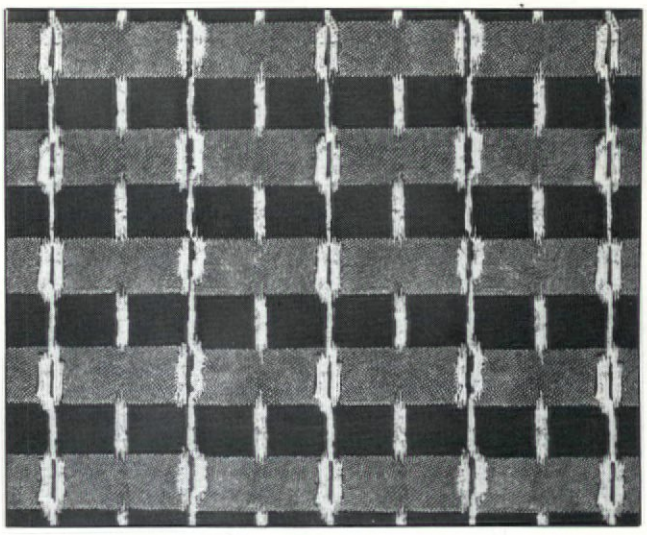
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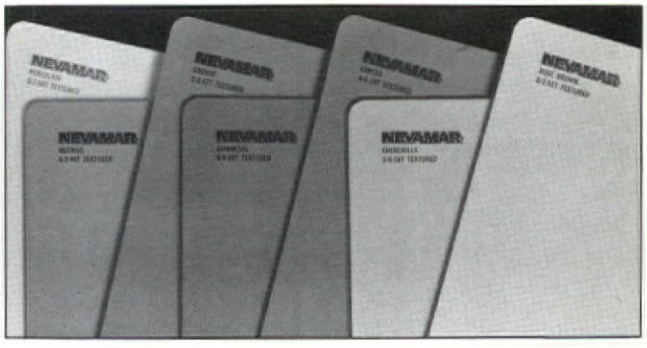
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PRODUCTS & SERVICES



WALLCOVERINGS HOLD HISTORIC PROMINENCE

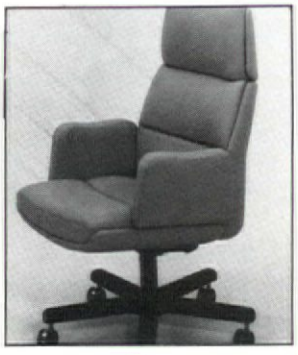
Cooper-Hewitt Collection of 11 wallpapers has been created by **Brunschwig & Fils Inc.** Based on documents from museum holdings, wallpaper designs concentrate on 18th and 19th century patterns which suit post-modern application of the present day. Toile Normande (shown) is a pattern adapted from a French block print and available in sand, blue, turquoise, gold, sage, coral, terra cotta, biscuit, mulberry, putty, ginger, and smoke. **Circle No. 268.**



NEVAMAR ADDS SEVEN SOLID COLORS TO LINE

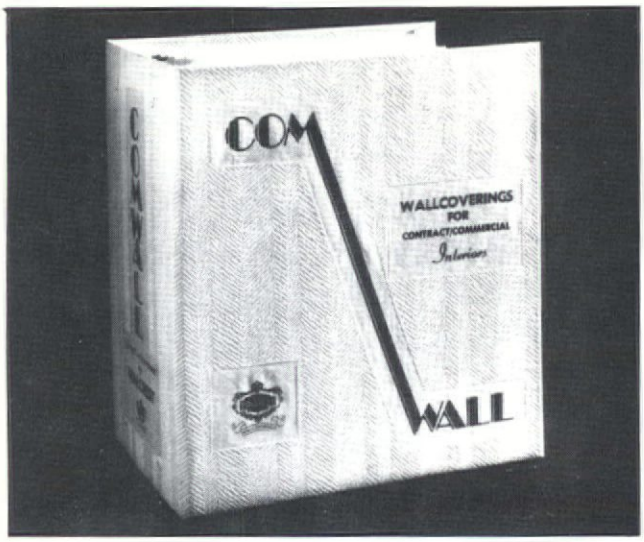
Nevamar Corporation has added seven solid colors to its current line of decorative laminates. Rose brown, chinchilla, nutmeg, grouse, cinder, porcelain, and gunmetal are among new, subdued colorations. Additions bring laminate color offerings to a total of 51. **Circle No. 273.**

DOUBLE-ACTION CHAIR CONTROL AIDS POSTURE



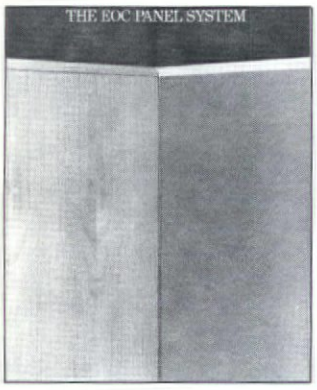
Madison Furniture introduces a new executive chair series with double-action posture control that reduces user fatigue. Chair seats move up one degree for every two degrees the backrest is pushed back. Series consists of high- and low-back models with both posture and swivel-tilt controls. **Circle No. 299.**

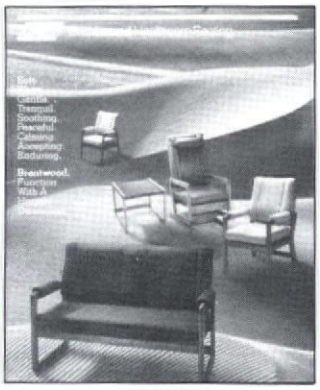
CATALOGS & BROCHURES



Stamford Wall Paper Co. has established a new operating division to serve the contract market. A comprehensive catalog covers the "ComWall" division. Textured, fabric-backed vinyl wallcoverings along with lightweight vinyls, PVC suedes, textiles, grasscloths, jutes, and other materials are incorporated in a sample book. **Circle No. 280.**

Specification guide for store fixtures shows an array of display and storage shelving products from Lozier Store Fixtures. Accessories, showcases, counters, checkouts, garment racks, T-bases, pharmacy equipment, and display and storage shelving are offered. **Circle No. 279.**





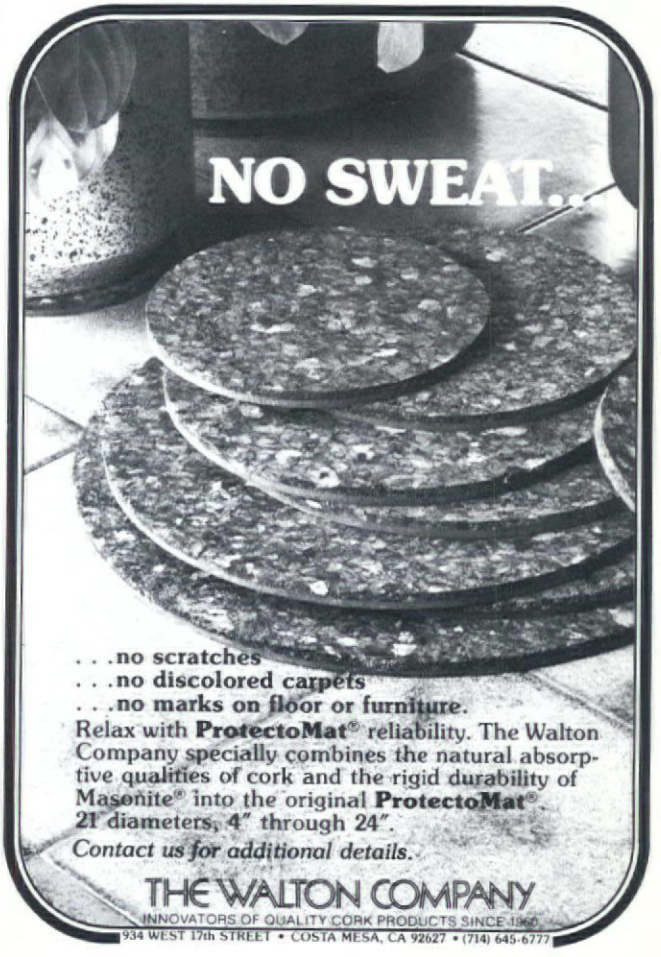
A 10-page color catalog from Executive Office Concepts (above left) shows office panel system offerings. Illustrated are wood applications, hanging componentry, and electrification. **Circle No. 300.**

Brentwood seating, designed for healthcare settings, is described in a new six-page, fold-out catalog from Lumex (above right). Functional, space-saving furniture includes lounge chairs with open and sled bases, rockers, position-change chairs, and love-seats. Patient-comfort features are waterfall seats that minimize prssure behind knees; correct seat height and depth; optional high and low backs; and bolstered sides for lateral stability. **Circle No. 301.**

Maintenance specification sheet from Badische and Patrick Carpet Mills outlines care routines for carpeting. Remedies for 60 common stains are also listed. **Circle No. 302.**

Circle 57 on reader service card





Circle 58 on reader service card

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A leading U.S. international trading company is recruiting a manager for its fast expanding open plan system business in Southeast Asia. We seek an entrepreneurial manager with a proven sales record to assist us in this significant business opportunity which is enjoying a 50% annual growth rate. The manager will be responsible for the development of the company's total OPS business including the representation of Haworth and of its own locally-manufactured systems. Qualified applicants will have a state of the art knowledge of OPS as well as a flair for design and the capability to use design as a selling tool. The position is S.F. based and will require travel to the Far East. We offer an excellent salary and performance-related bonus. All inquiries will be handled in strict confidence. For consideration send resumes to Regional Manager, P.O. Box 3994, San Francisco, CA. 94119. EOE M/F

HELP WANTED

SUPERIOR SALESPERSON

Growing San Francisco Bay Area *office furniture dealership* seeks an outstanding salesperson. Individual sought will be experienced and will have a truly superior sales track record. Position leads to *management* and a *common stock ownership* in a dynamic company. Please reply in confidence to:

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INTERIOR DESIGN

Tenure track faculty position beginning Sept. 1, 1983 for outstanding designer competent in all phases of interior design-space planning and design theory. Teaching and research. Master's degree required, professional and teaching experience and membership in ASID desirable. Rank and salary commensurate with qualifications. Send resume, portfolio and three references to Allen Bushnell, Design & Environmental Analysis, NYS College of Human Ecology, Cornell University, Ithaca, NY 14853 by March 1, 1983. EO/AA employer.

THE FURNITURE AGENCY INC.
We have job opportunities for all levels of management, supervision and sales in Contract Furniture and related industries. All costs paid by client company. Applicant and client company inquiries invited. P.O. Box 53, High Point, NC 27261 (919) 885-2095.

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Lines desired by established young aggressive mfg's rep firm with excellent reputation. Presently working with hotels, mgmt firms, apt complexes, municipalities, and other contract specifiers in Missouri. Please reply to: FRG, P.O. Box 28251, St. Louis, MO 63132.

SALES TEAM WITH GOOD CONTACTS SEEKS SEATING LINES SUITABLE FOR FINE DINING AND HOTEL PROJECTS. ILL. & IN. BOX 4102 CHICAGO, IL. 60654

LINES WANTED
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East Brunswick, NJ 08816
Attention: Jared March
(201) 238-1470

Investor searching to buy middle-sized dealer organization. Buyer desires to acquire dealer with potential for growth and stable account base. Willing to negotiate terms and time tables. Box 255, CONTRACT, 1515 Broadway, New York, NY 10036.

To Place Your Classified Ad Call Toll-Free (800) 223-6767

REPRESENTATIVES WANTED

Seeking Factory Representative for well-established 100 year-old company for Wyoming and Montana, with a strong following in wood office furniture, plus nationally accepted hotel-motel and dormitory lines. Send resume to: Box 718, Sheboygan, WI 53081, Attn: Vice President of Sales.

Manufacturer of Commercial Carpet seeking sales agents for several territories. A knowledge of the contract market and a rapport with specifiers and designers is important. Reply Box 259, CONTRACT, 1515 Broadway, New York, NY 10036.

REPS WANTED that call on A/D and contract furnishers to handle our unique line of patented, high tech steel and plexiglass shelving for libraries, retail stores and office interiors. Some areas open. Reply to: "L" Shelving Systems, Inc., 305 Caledonia St., Sausalito, CA 94965. (415) 331-5500.

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Distributor of high quality, contemporary bentwood/leather seating has opportunities in prime territories for representatives calling on designers, architects and contract dealers. Write Eldon Group America, 1 Westchester Plaza. Elmsford, NY 10523.

REPRESENTATIVES WANTED

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to call on architects, specifiers, and contract designers. Exclusive line of

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Reps currently calling on architects, designers and other specifiers to sell national computerized directory of source data. Also can sell to manufacturers and distributors. Simple, easy to understand system. High commissions. Send resume and other pertinent information. Reply to Box 253, CONTRACT, 1515 Broadway, New York, NY 10036.

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U.S.A. (INCL. HAWAII), CANADA & CARIBBEAN

For Mfg. of Contract Draperies & Bedspreads for Lodging & Health Care Industries. Add our line to your existing, non-competitive lines & place our stock program with Contract Design Firms, Architects, Specifiers, Textile Suppliers, Hotel/Motel & Hospital/Nursing Home Suppliers. Send resume, including territory you are now THOROUGHLY covering & types of lines now carrying to:

Wayne C. Reynolds
3152 Dale Hollow Drive
Lexington, KY 40502

Seeking Factory Representative for well-established 100 year-old company for Washington, Oregon and Idaho with a strong following in wood office furniture, plus nationally accepted hotel-motel and dormitory lines. Send resume to: Box 257, CONTRACT, 1515 Broadway, New York, NY 10036.

SALES REPRESENTATIVES—with following, to sell nationally recognized line of towels, sheets, blankets, comforters to interior designers, clubs, hotels and timeshare condominiums. Choice territories available. Reply to: CMF & Associates, Inc., 2070 Peachtree Industrial Court, Atlanta, Georgia 30341 (404) 455-0190.

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Lois Mackey, Sales Manager, Space Arranger Products.

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**Western Regional*

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204 EXCITINGLY NEW STRIPED VERTICAL BLIND IDEAS FROM LOUVERDRAPE®

At LouverDrape® we have long recognized the potential for exciting Stripe Louver Patterns for window coverings made of selective combinations of our 60 Amalfi colors.

We now have systemized a program which allows you to choose from 9 Stripe Louver Patterns and 204 color combinations ordered to your custom width. Ordering is easy, just specify the size and pattern from our catalogue and we do the rest. These designs are available with 102 color combinations as free hanging Amalfi fabric or 102 as Amalfi inserts in our Clear-Edge LouverGroover.® The opaque back of the Groover has two advantages, it gives the blind opacity plus the light colored back reflects as much as 75% of the solar radiation entering the room through the window.



As you can see from these photos, the use of multicolored LouverDrape® Vertical Blinds is an exciting departure from single colored vertical blinds.

Write for our free 32 page full color catalogue of 204 Exciting Stripe Ideas from LouverDrape.® It contains additional photos and examples of the 102 color selections.

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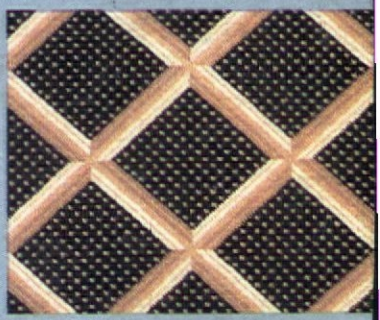
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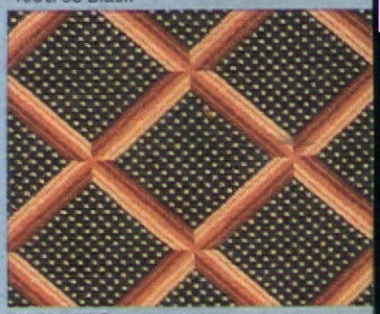
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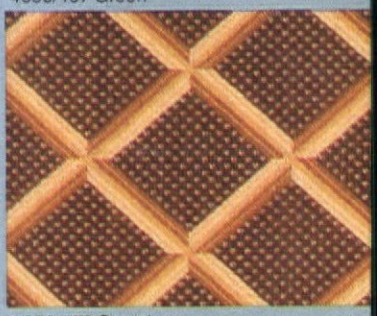
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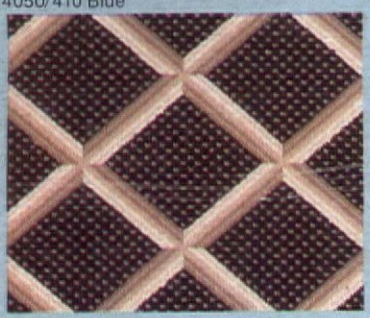
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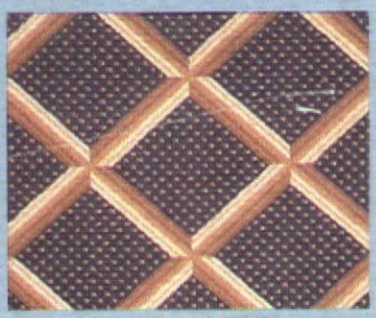
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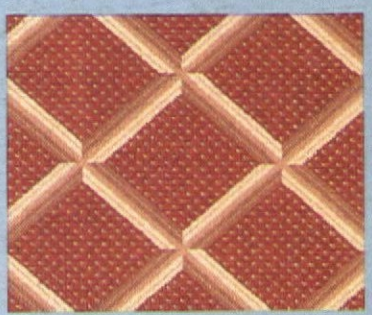
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